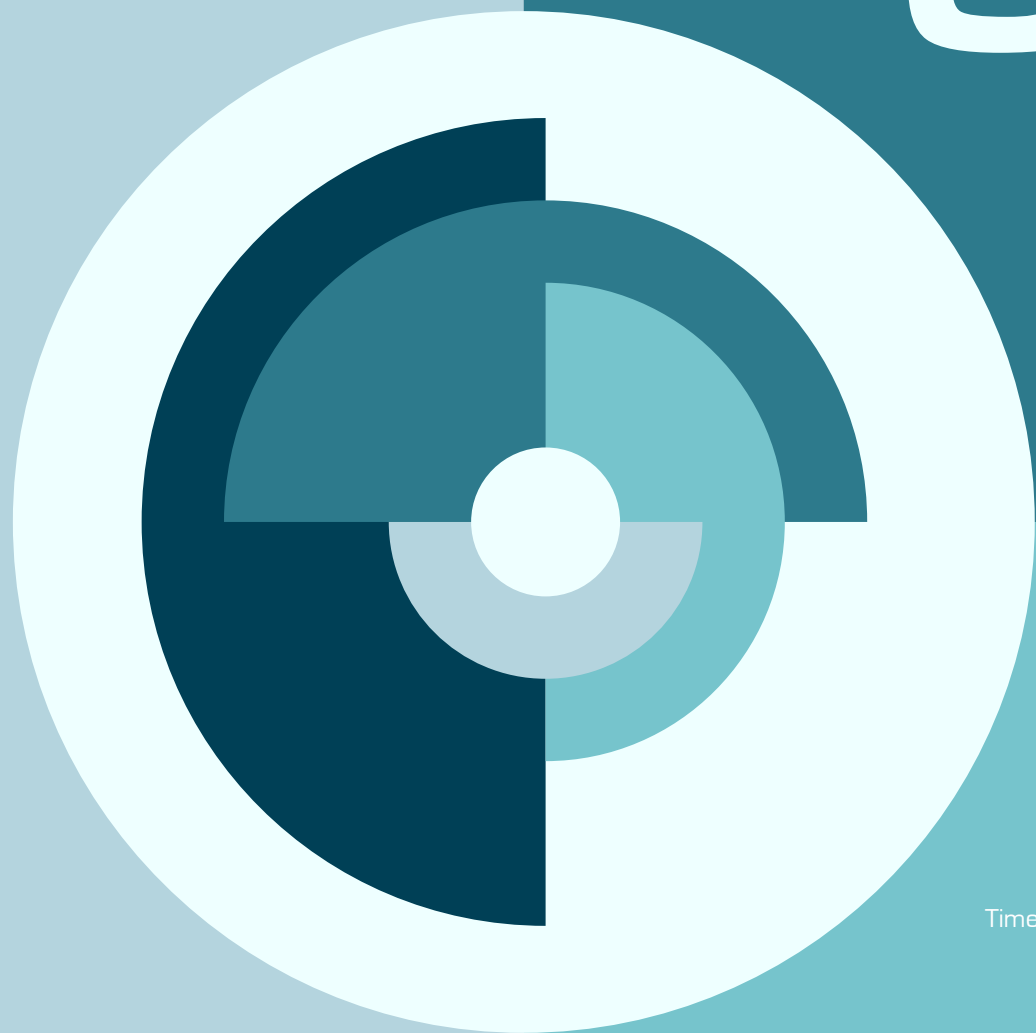


Alliance Education System



Kevin Kidwell (03793553)

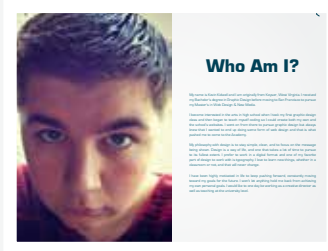
Original Midpoint Presentation

Academy of Art University

Graduate School of Web Design & New Media

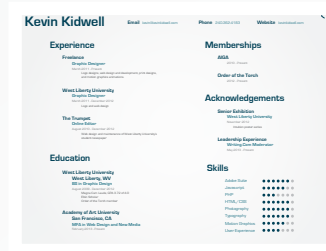
Date of Presentation: 07/XX/2014

Time of Presentation: XX:XX xm



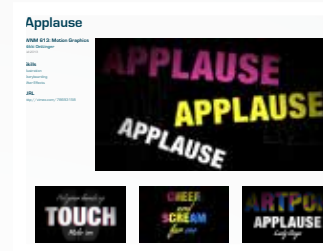
Autobiography

3



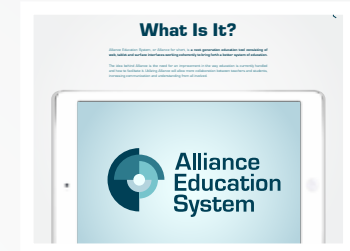
Resume

4



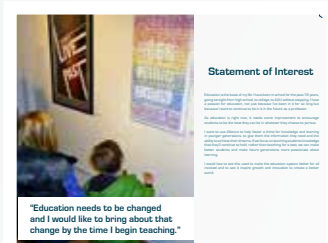
Portfolio

5



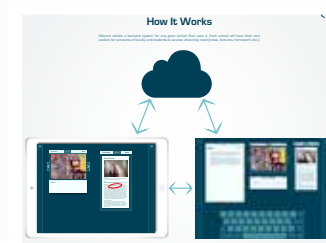
Overview

14



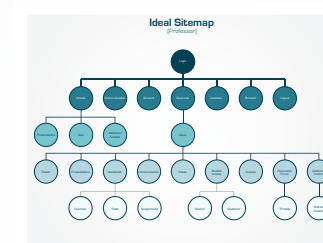
Statement of Interest

16



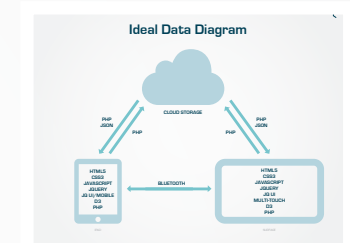
How it works

17



Sitemap

18



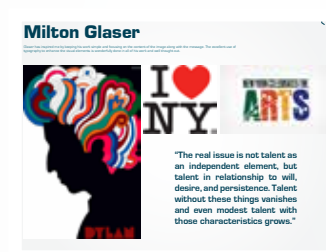
Data Diagram

23



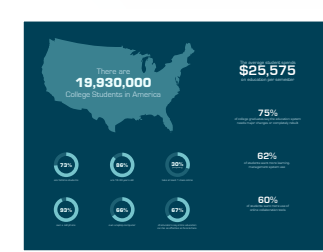
Deliverable Devices

26



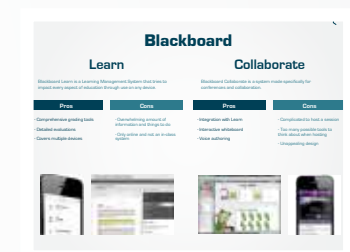
Inspirations

28



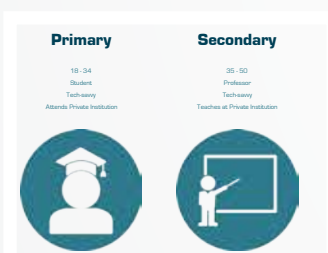
Market Research

32



Competitive Analysis

35



Target Audience

39



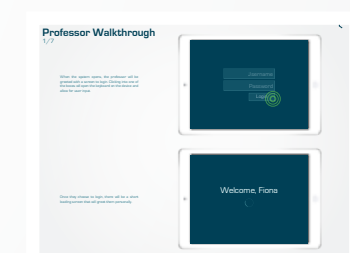
Personas & Taskflows

41

	University	Professor	Student
University	The University of California, Berkeley is a public research university in Berkeley, California. It is the top-ranked university in the state and is a member of the Association of American Universities.	Professor John Doe is a faculty member at the University of California, Berkeley. He is a professor of Computer Science and is the director of the Berkeley Research Center for Artificial Intelligence.	Student John Doe is a student at the University of California, Berkeley. He is a student in the Computer Science department and is a member of the Berkeley Research Center for Artificial Intelligence.
Professor	Professor John Doe is a faculty member at the University of California, Berkeley. He is a professor of Computer Science and is the director of the Berkeley Research Center for Artificial Intelligence.	Professor John Doe is a faculty member at the University of California, Berkeley. He is a professor of Computer Science and is the director of the Berkeley Research Center for Artificial Intelligence.	Professor John Doe is a faculty member at the University of California, Berkeley. He is a professor of Computer Science and is the director of the Berkeley Research Center for Artificial Intelligence.
Student	Student John Doe is a student at the University of California, Berkeley. He is a student in the Computer Science department and is a member of the Berkeley Research Center for Artificial Intelligence.	Student John Doe is a student at the University of California, Berkeley. He is a student in the Computer Science department and is a member of the Berkeley Research Center for Artificial Intelligence.	Student John Doe is a student at the University of California, Berkeley. He is a student in the Computer Science department and is a member of the Berkeley Research Center for Artificial Intelligence.

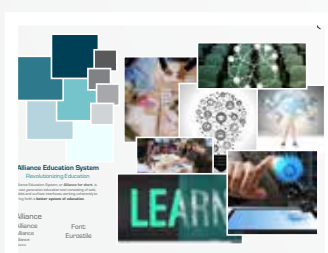
SSNF

46



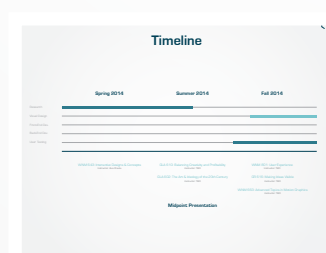
Proof of Concept

48



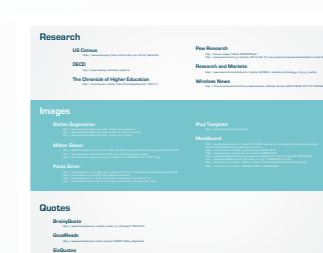
Moodboard

62



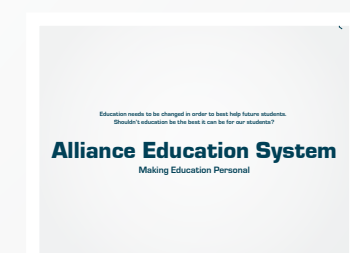
Timeline

64



Bibliography

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Conclusion

69

Who Am I?

My name is Kevin Kidwell and I am originally from Keyser, West Virginia. I received my Bachelor's degree in Graphic Design before moving to San Francisco to pursue my Master's in Web Design & New Media.

I become interested in the arts in high school when I took my first graphic design class and then began to teach myself coding so I could create both my own and the school's websites. I went on from there to pursue graphic design but always knew that I wanted to end up doing some form of web design and that is what pushed me to come to the Academy.

My philosophy with design is to stay simple, clean, and to focus on the message being shown. Design is a way of life, and one that takes a lot of time to pursue to its fullest extent. I prefer to work in a digital format and one of my favorite part of design to work with is typography. I love to learn new things, whether in a classroom or not, and that will never change.

I have been highly motivated in life to keep pushing forward, constantly moving toward my goals for the future. I won't let anything hold me back from achieving my own personal goals. I would like to one day be working as a creative director as well as teaching at the university level.

Experience

Freelance

Graphic Designer

March 2011 - Present

Logo designs, web design and development, print designs, and motion graphics animations.

West Liberty University

Graphic Designer

March 2011 - December 2012

Logo and web design

The Trumpet

Online Editor

August 2010 - December 2012

Web design and maintenance of West Liberty University's student newspaper

Education

West Liberty University

West Liberty, WV

BS in Graphic Design

August 2009 - December 2012

Magna Cum Laude, GPA 3.72 of 4.0

Elbin Scholar

Order of the Torch member

Academy of Art University

San Francisco, CA

MFA in Web Design and New Media

February 2013 - Present

Memberships

AIGA

2010 - Present

Order of the Torch

2012 - Present

Acknowledgements

Senior Exhibition

West Liberty University

November 2012

Intuition poster series

Leadership Experience

Writing.Com Moderator

May 2013 - Present

Skills

Adobe Suite	●	●	●	●	●	●	●
Javascript	●	●	●	●	●	●	●
PHP	●	●	●	●	●	●	●
HTML/CSS	●	●	●	●	●	●	●
Photography	●	●	●	●	●	●	●
Typography	●	●	●	●	●	●	●
Motion Graphics	●	●	●	●	●	●	●
User Experience	●	●	●	●	●	●	●

Portfolio

Etsy Redesign

WNM 606: Principles of UX Cassy Rowe

Spring 2013

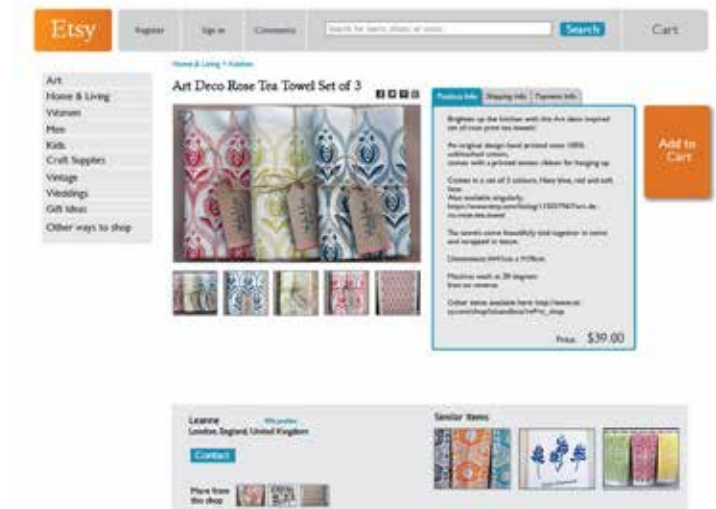
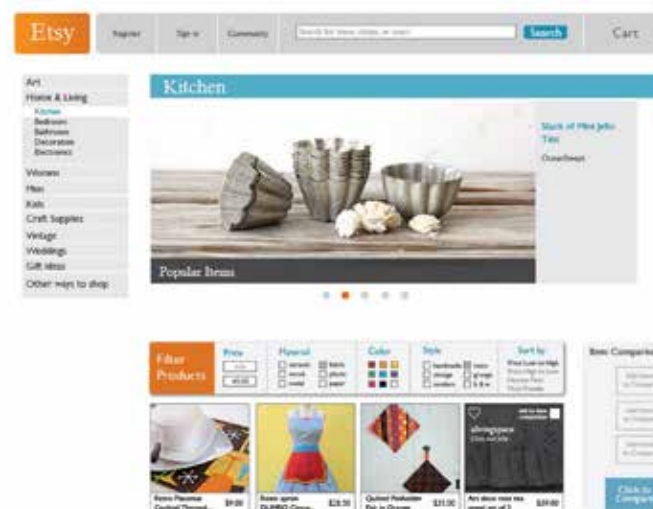
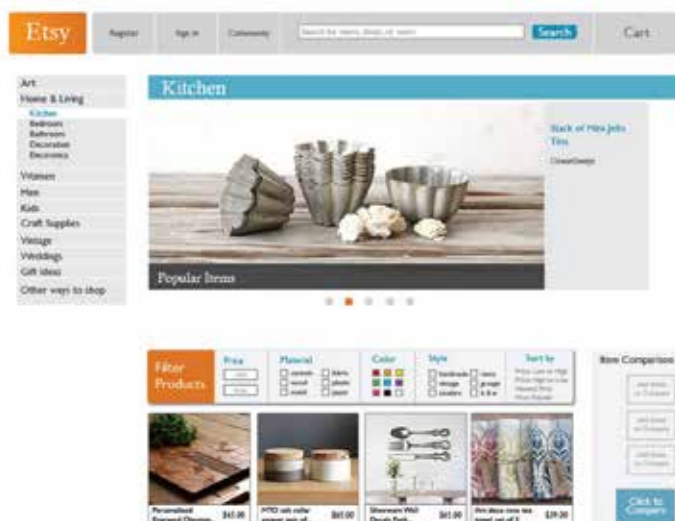
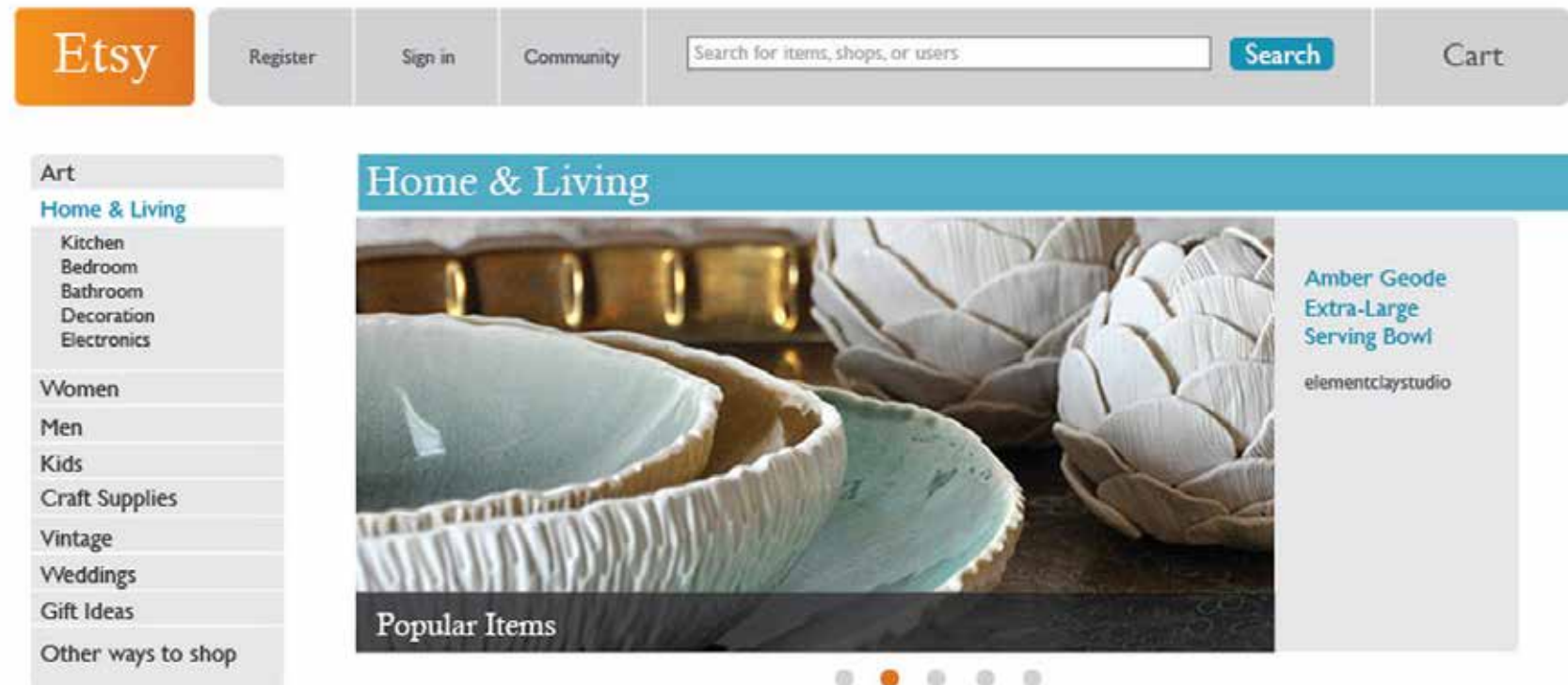
This was a collaborative project and each participant worked on every part of the redesign.

Skills

User Research

User Testing

Visual Design



Social Apptivist

WNM 606: Principles of UX

Cassy Rowe

Spring 2013

Skills

User Research

User Testing

Visual Design



Crown Royal Web Redesign

WNM 605: Typography

Kim Hines

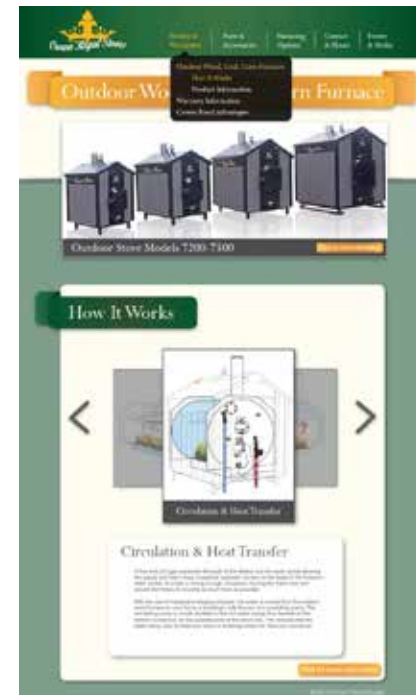
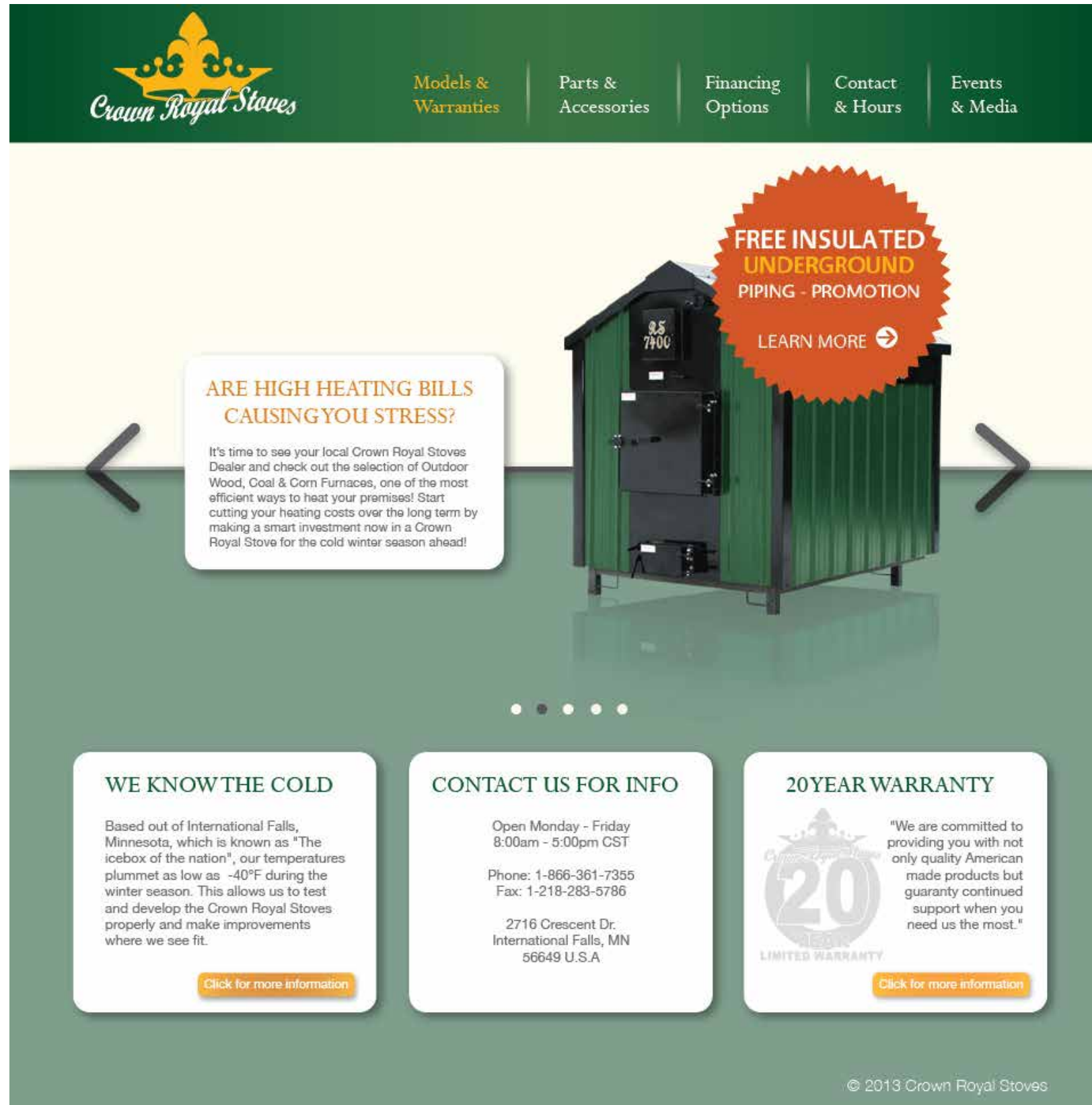
Spring 2013

Skills

Web Typography

Heirarchy

Visual Design



Crown Royal Mobile

WNM 605: Typography

Kim Hines

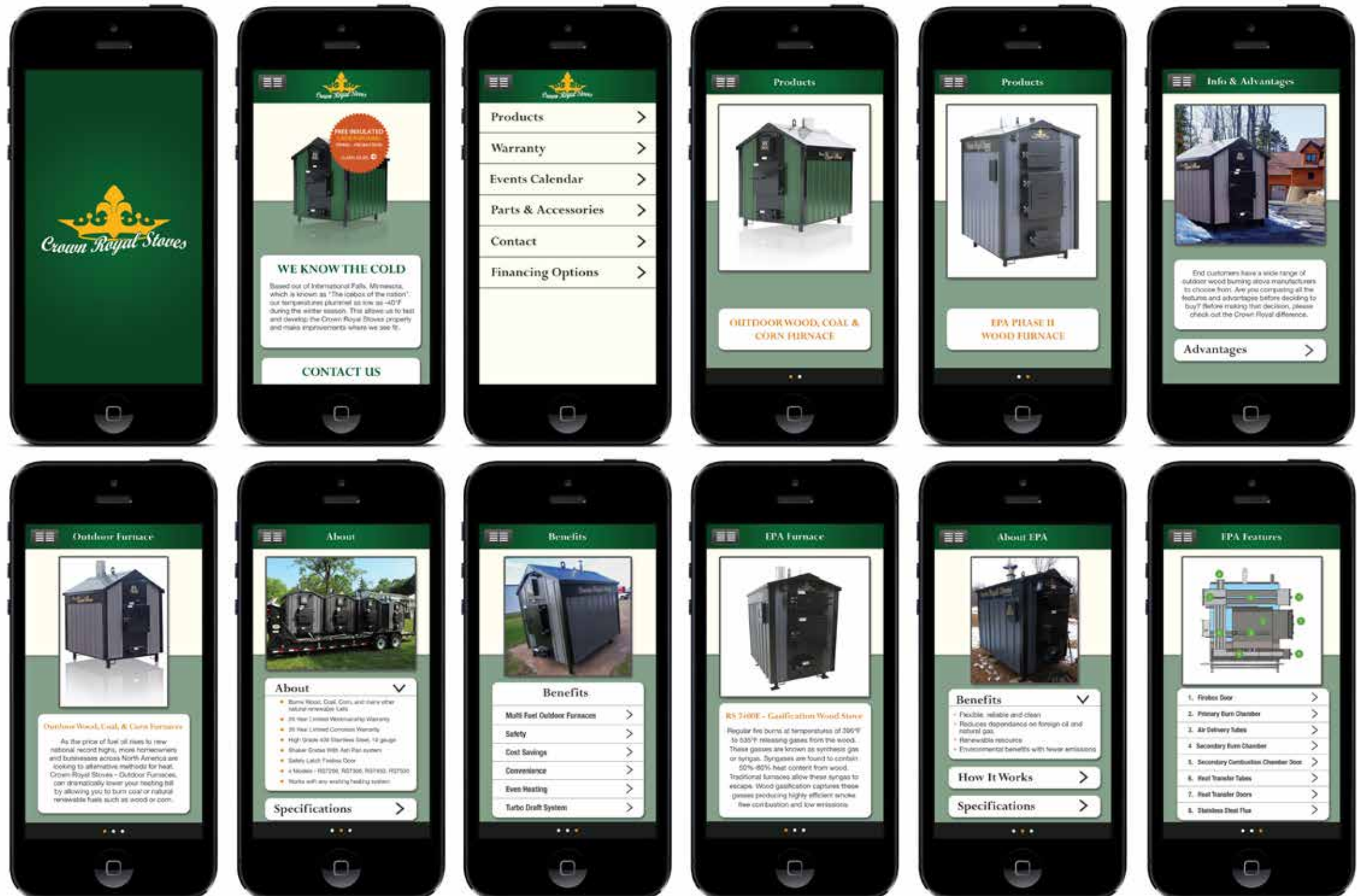
Spring 2013

Skills

Mobile Typography

Heirarchy

Visual Design



The Attic

WNM 608: Web Tech 1

Ethan Wilde

Fall 2013

Skills

HTML/CSS

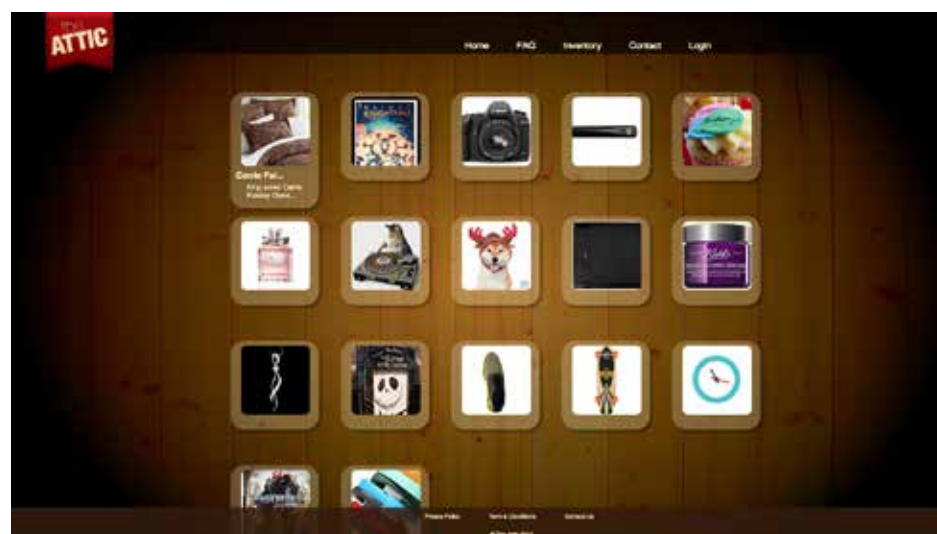
PHP

MySQL Database

jQuery

URL

<http://www.608.kevinkidwell.com/final>



Applause

WNM 613: Motion Graphics

Nikki Oettinger

Fall 2013

Skills

Illustration

Storyboarding

After Effects

URL

<http://vimeo.com/78693158>



Kenguru

WNM 613: Motion Graphics

Nikki Oettinger

Fall 2013

Skills

Illustration

Storyboarding

After Effects

URL

http://youtu.be/V-lqr_TXRcQ



Why So Stressed?

WNM 661: Interactive Infographics

Ryan Medeiros

Spring 2014

Skills

Storyboarding

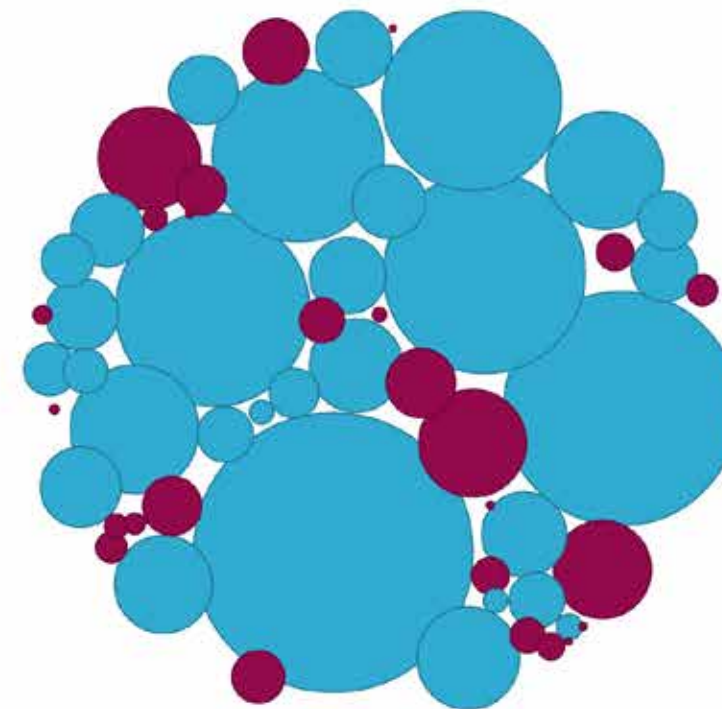
D3

URL

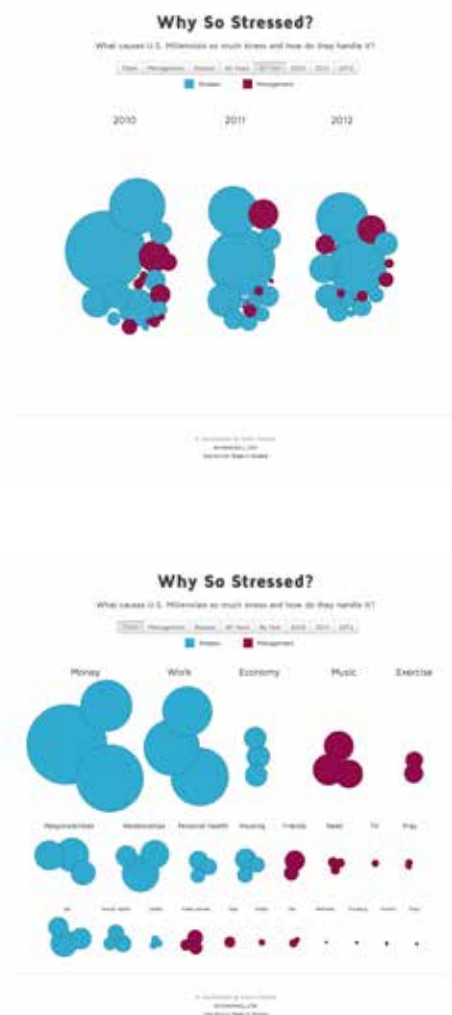
<http://www.661.kevinkidwell.com/bubbles>

Why So Stressed?

What causes U.S. Millennials so much stress and how do they handle it?



A visualization by Kevin Kidwell
KEVINKIDWELL.COM
Data Source: Stress In America



Alliance Education System

What Is It?

Alliance Education System, or Alliance for short, is **a next generation education tool consisting of web, tablet and surface interfaces working coherently to bring forth a better system of education.**

The idea behind Alliance is the need for an improvement in the way education is currently handled and how to facilitate it. Utilizing Alliance will allow more collaboration between teachers and students, increasing communication and understanding from all involved.



Alliance Education System



“Education needs to be changed and I would like to bring about that change by the time I begin teaching.”

Statement of Interest

Education is the basis of my life. I have been in school for the past 18 years, going straight from high school, to college, to AAU without stopping. I have a passion for education, not just because I've been in it for so long but because I want to continue to be in it in the future as a professor.

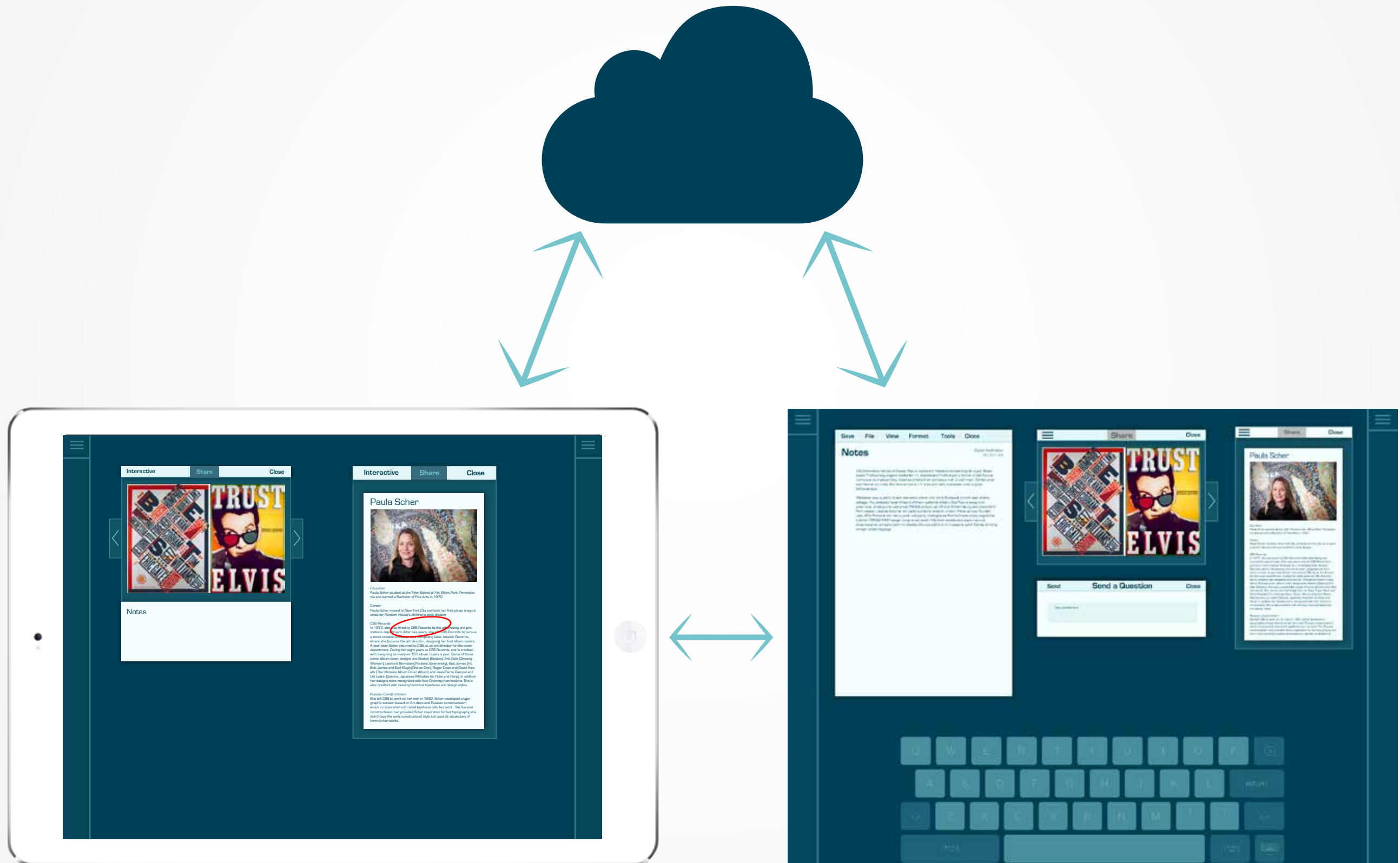
As education is right now, it needs some improvement to encourage students to be the best they can be in whatever they choose to pursue.

I want to use Alliance to help foster a thirst for knowledge and learning in younger generations, to give them the information they need and the ability to achieve their dreams. If we focus on teaching students knowledge that they'll continue to hold, rather than teaching for a test, we can make better students and make future generations more passionate about learning.

I would love to see this used to make the education system better for all involved and to see it inspire growth and innovation to create a better world.

How It Works

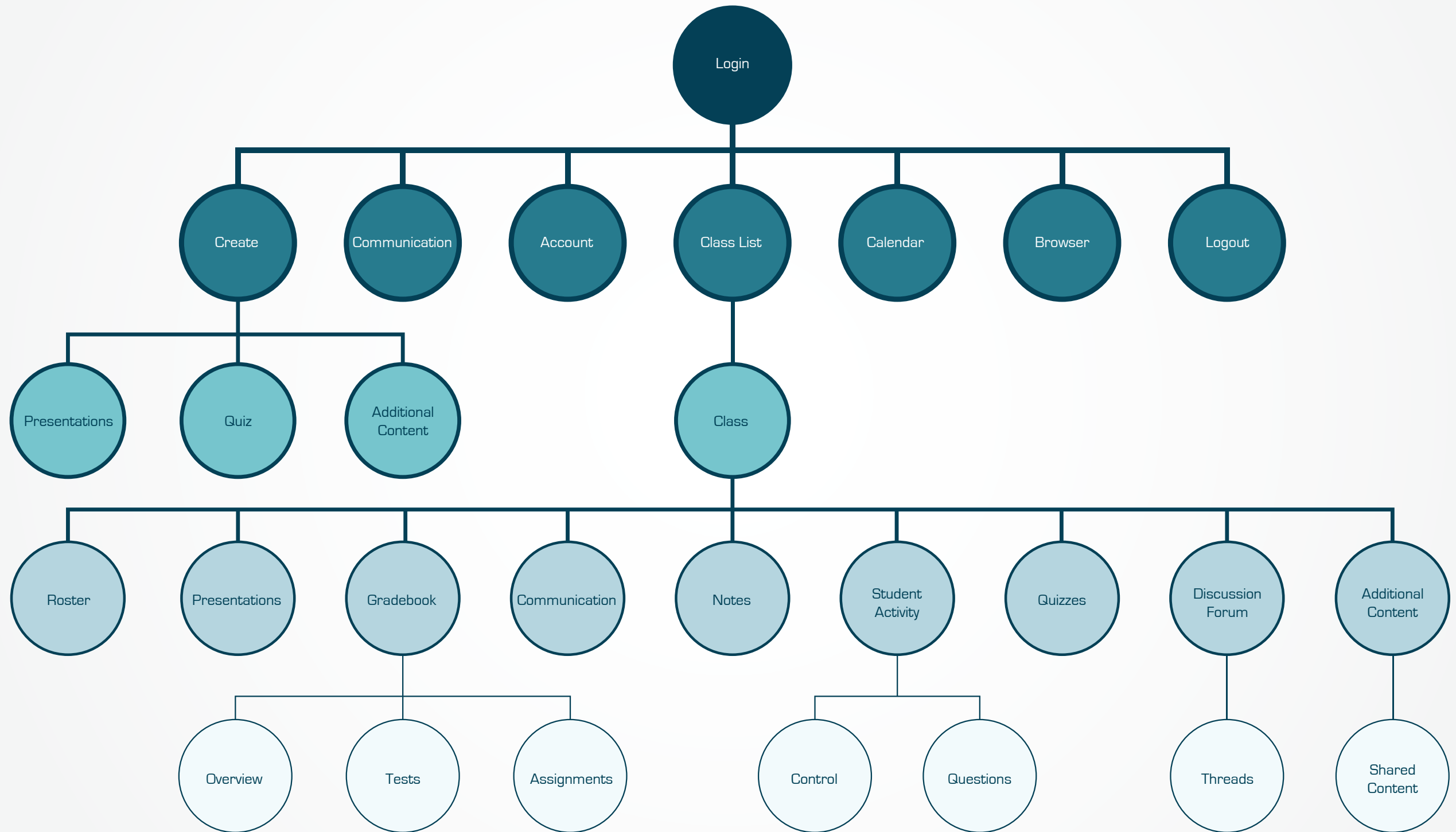
Alliance utilizes a backend system for any given school that uses it. Each school will have their own section for accounts of faculty and students to access what they need (notes, lectures, homework, etc.).



Sitemap

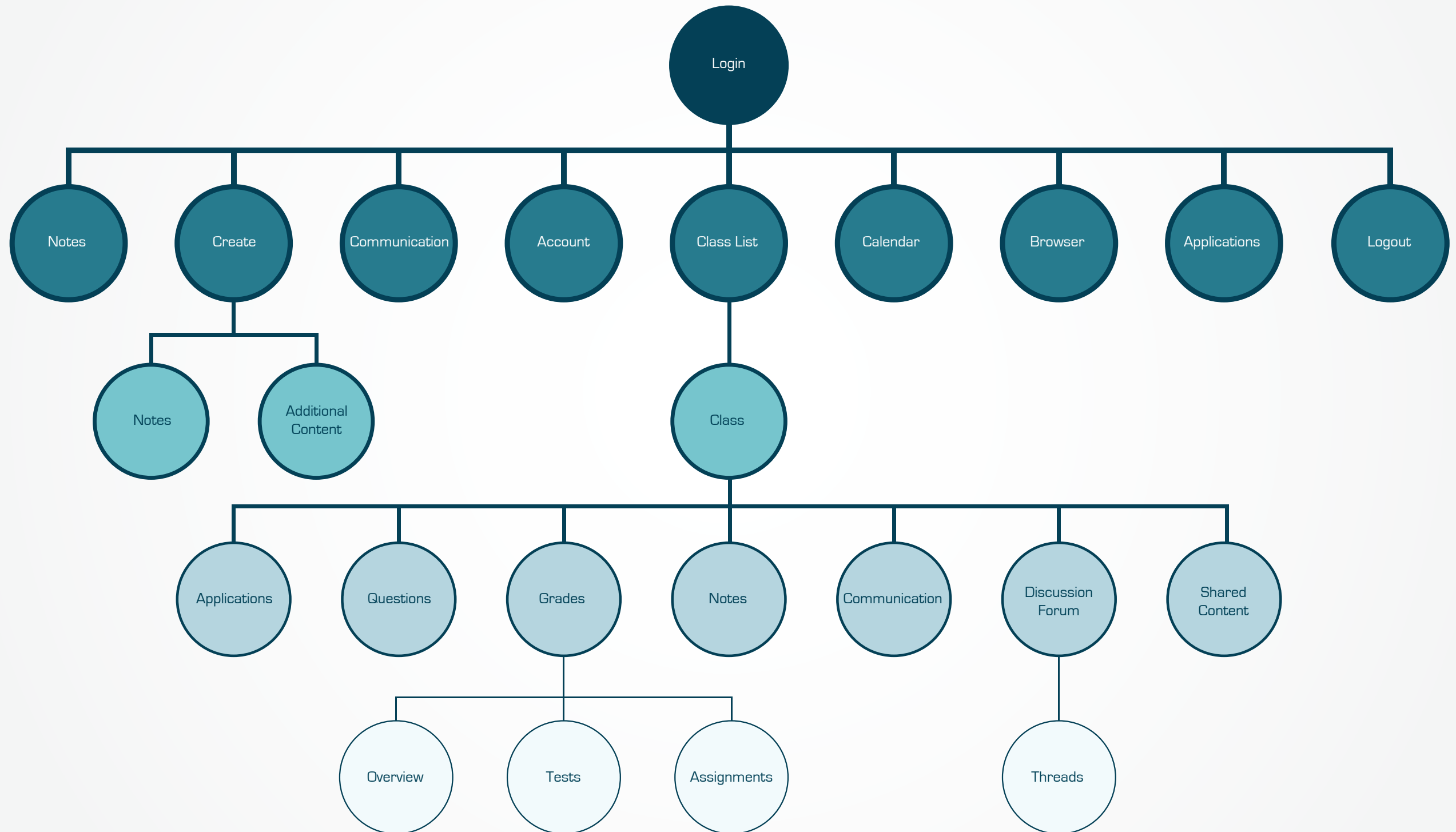
Ideal Sitemap

[Professor]



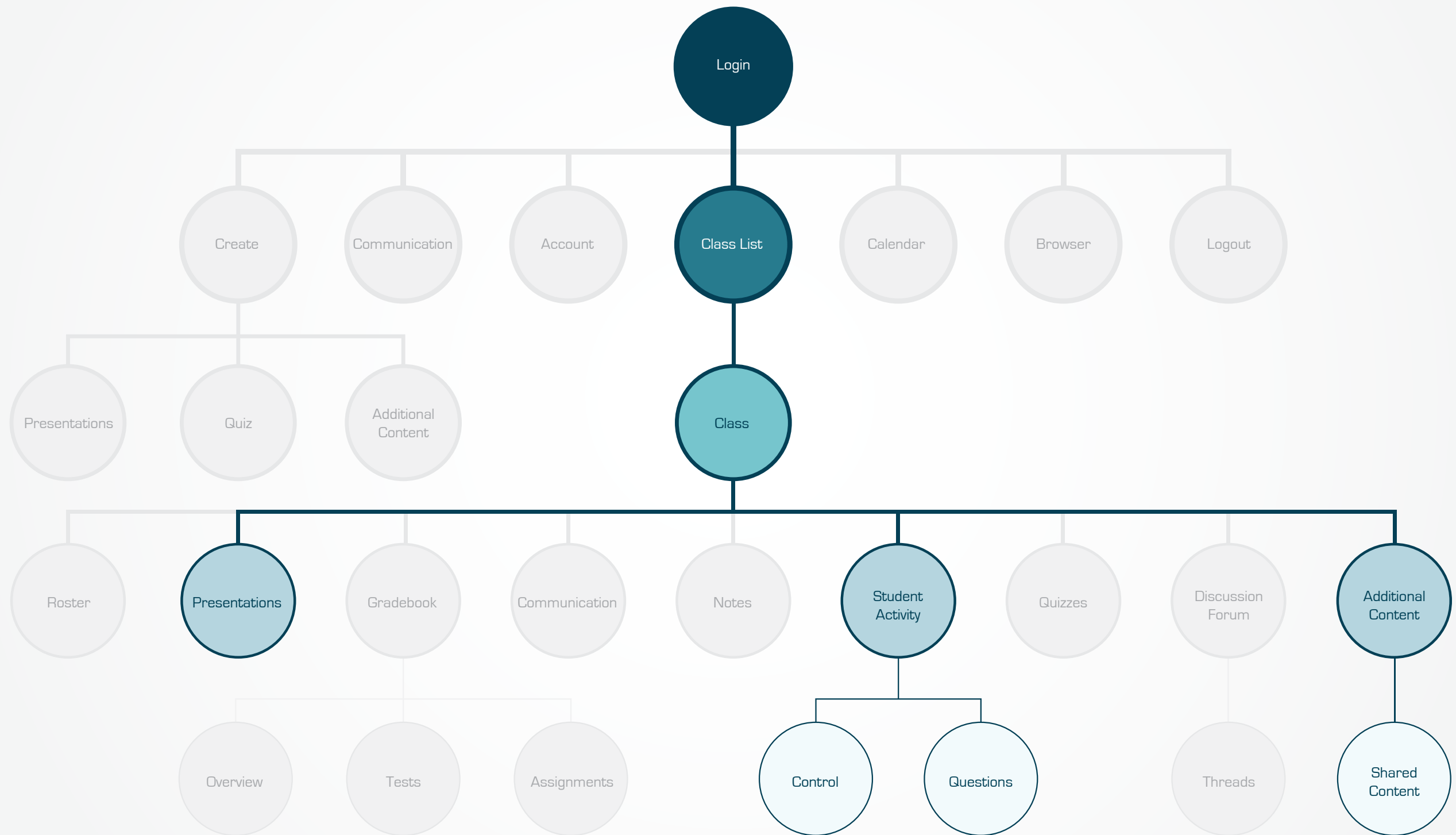
Ideal Sitemap

[Student]



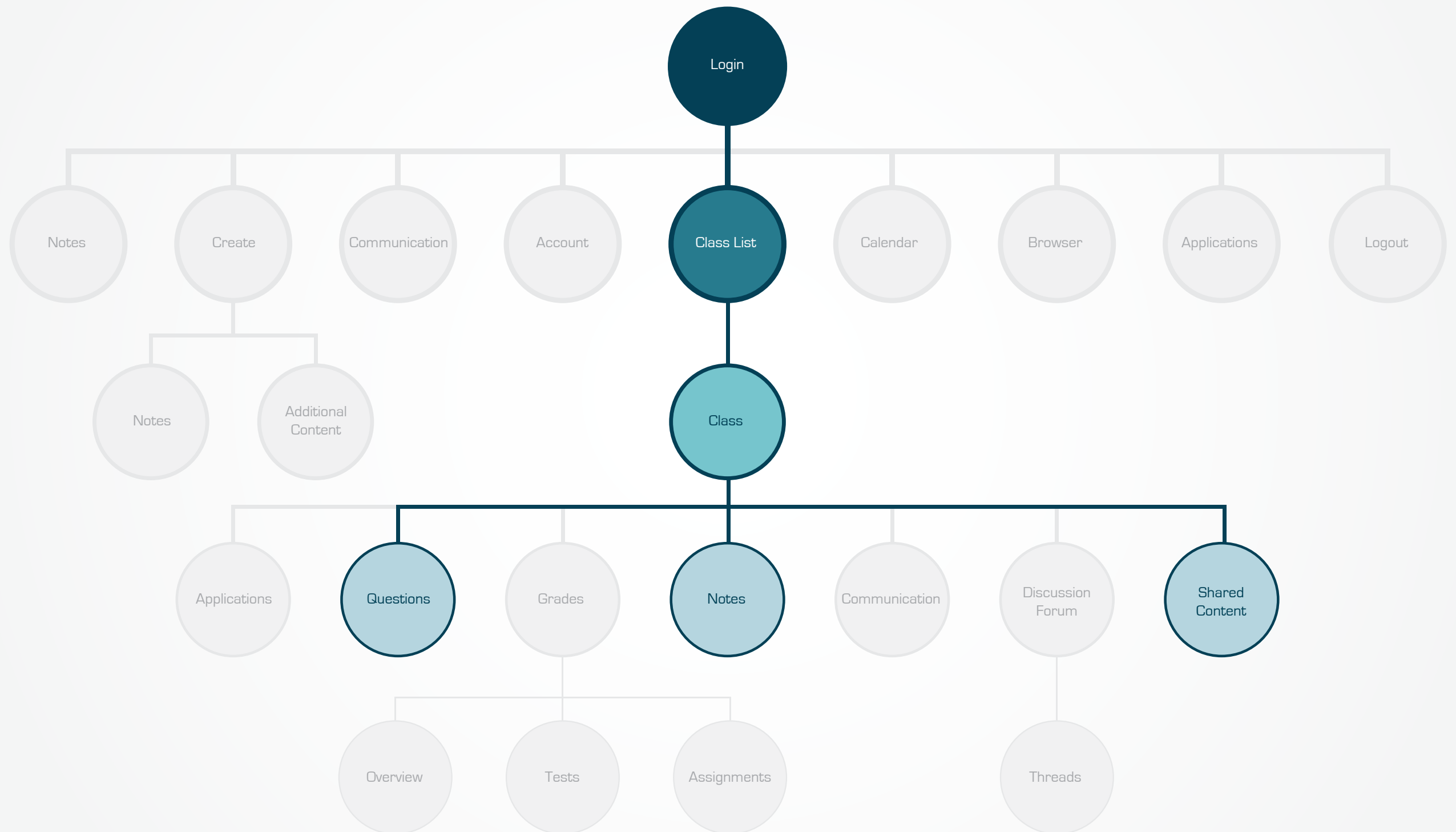
Deliverable Sitemap

[Professor]



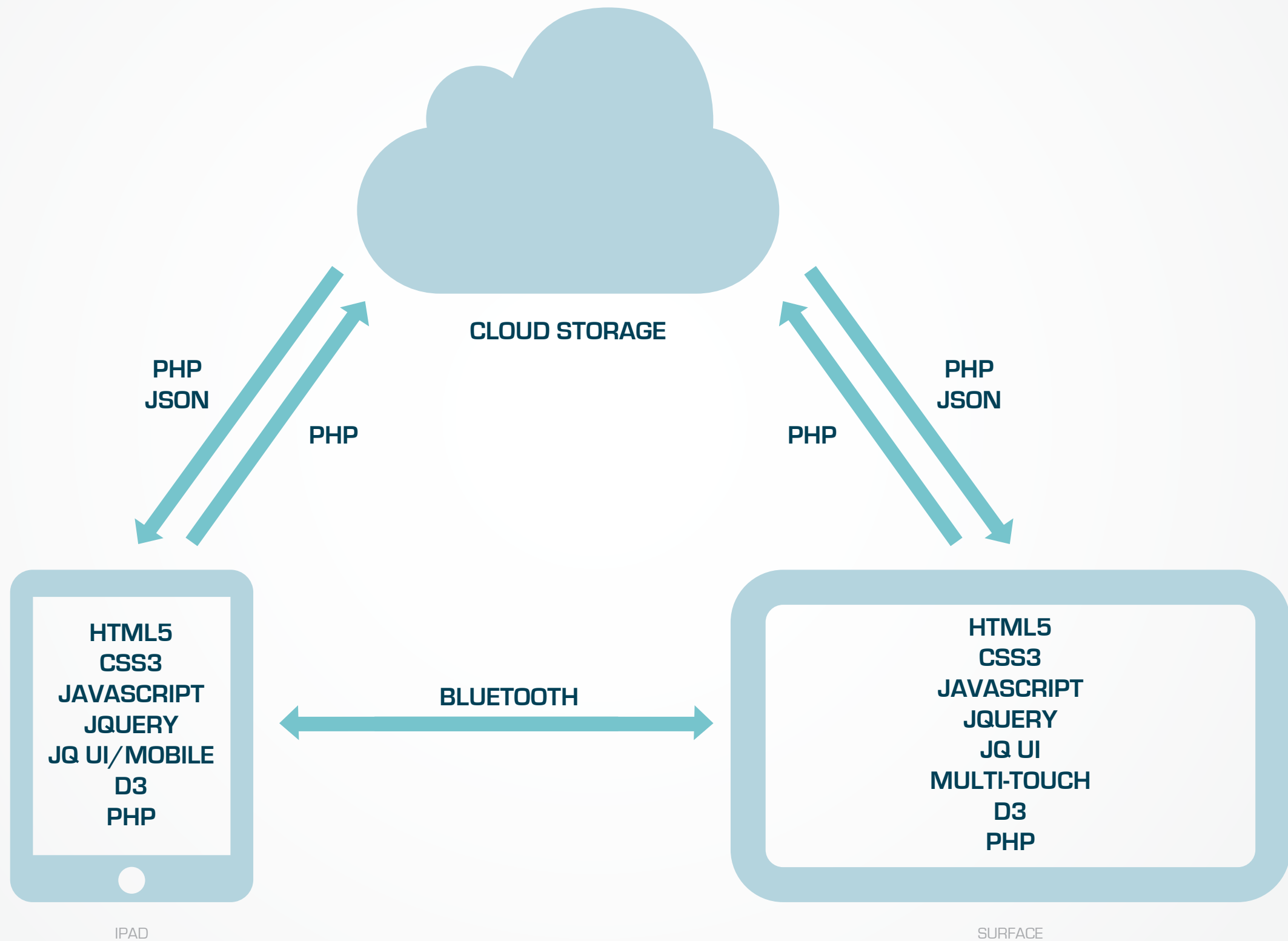
Deliverable Sitemap

[Student]

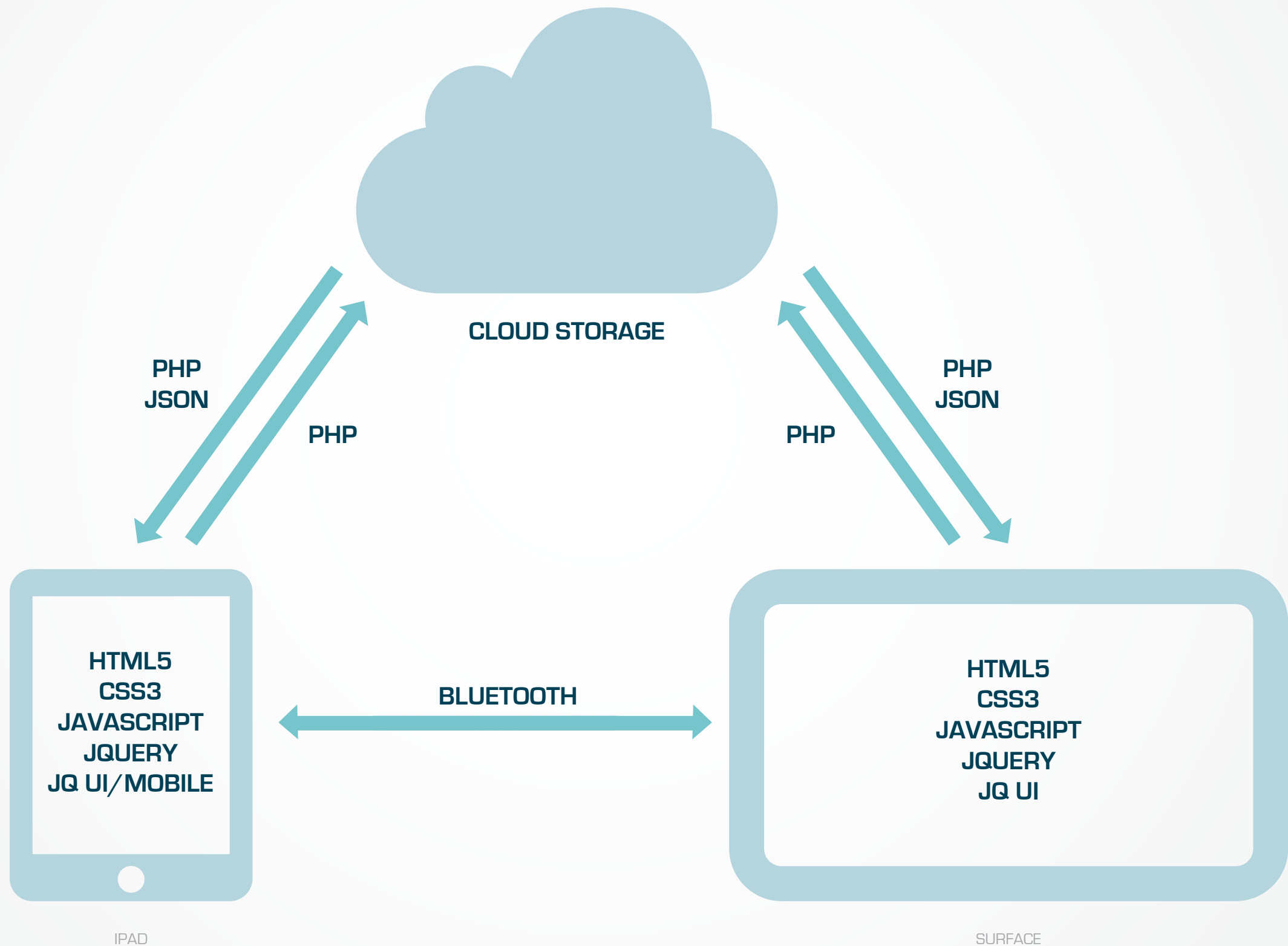


Data Diagram

Ideal Data Diagram



Deliverable Data Diagram



Deliverable Devices

iPad Air



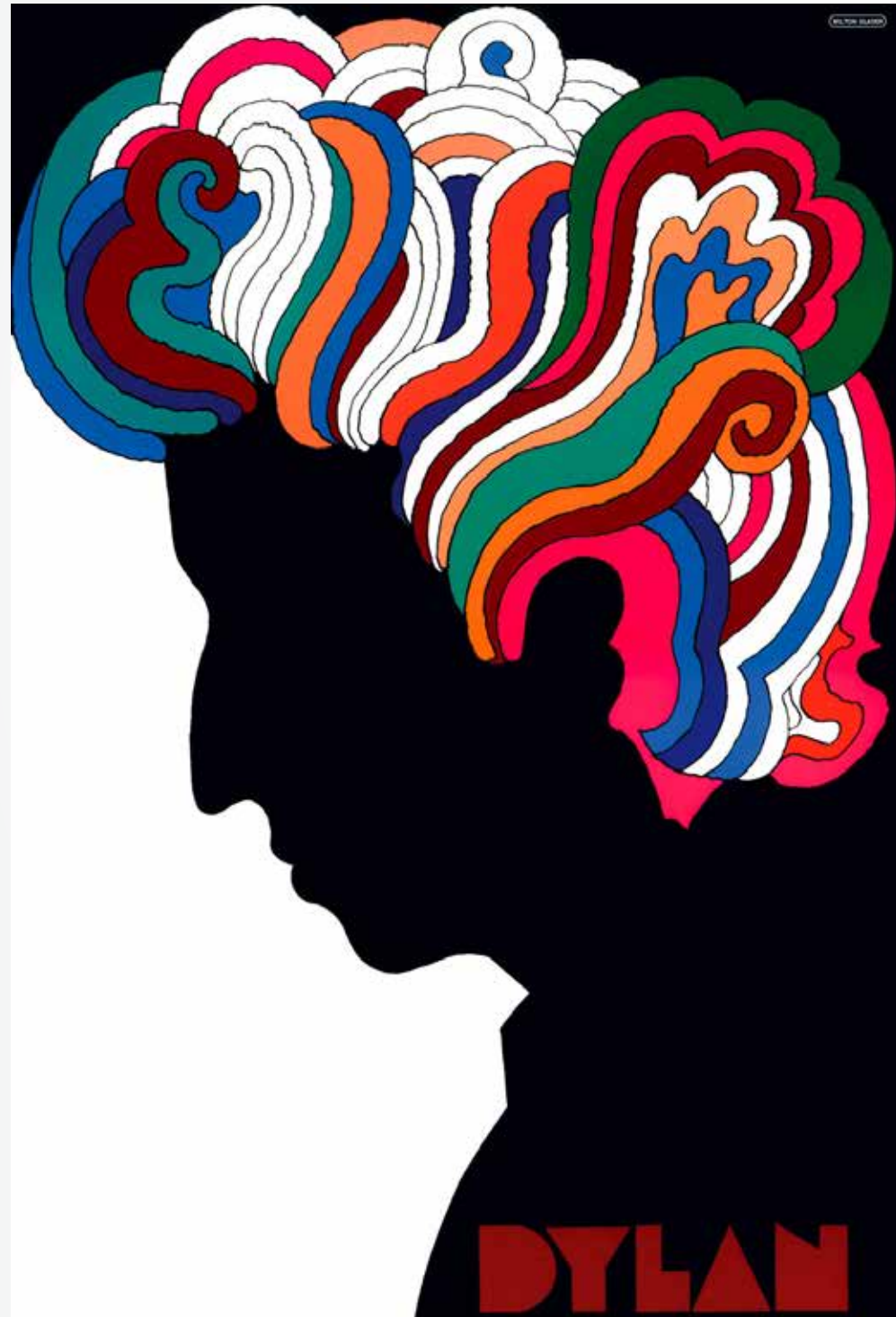
Lenovo Horizon Table PC



Inspirations

Milton Glaser

Glaser has inspired me by keeping his work simple and focusing on the content of the image along with the message. The excellent use of typography to enhance the visual elements is wonderfully done in all of his work and well thought out.

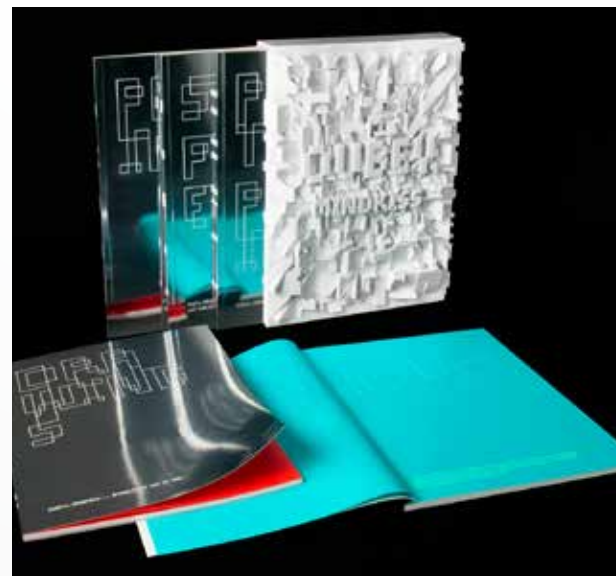
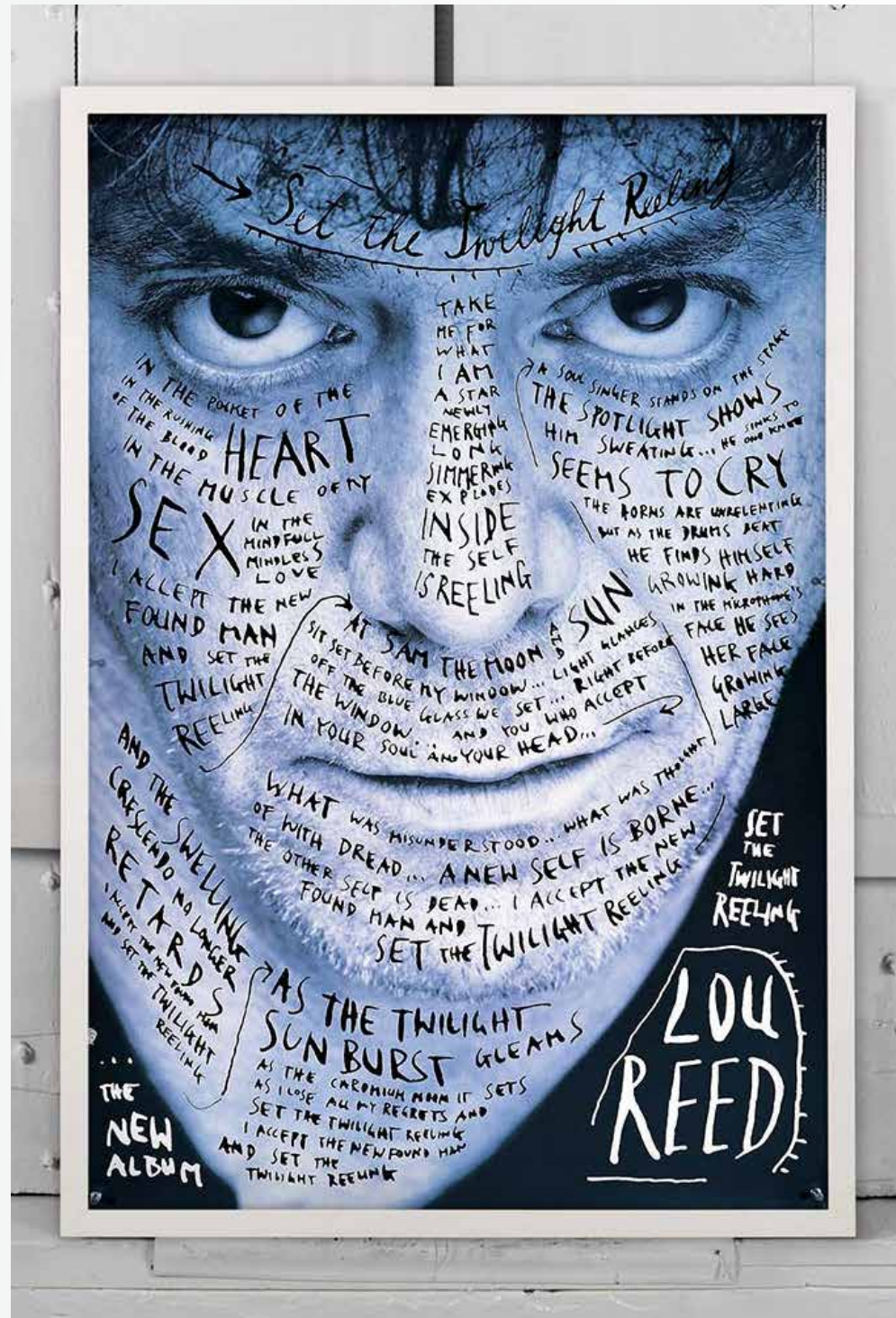


“The real issue is not talent as an independent element, but talent in relationship to will, desire, and persistence. Talent without these things vanishes and even modest talent with those characteristics grows.”

Stefan Sagmeister

Sagmeister has inspired me by always thinking creatively for solutions to design problems. His use of typography is inventive and functional at the same time. By thinking through many different iterations of possible solutions and a willingness to do what is necessary to realize his ideas, he is inspiring as a designer.

“It is very important to embrace failure and to do a lot of stuff — as much stuff as possible — with as little fear as possible. It’s much, much better to wind up with a lot of crap having tried it than to overthink in the beginning and not do it.”



Paula Scher

Scher's ability to continue adapting with the changes in design are what inspire me about her. Her designs have constantly evolved to match the current aesthetic and still stay relevant to the world. She uses techniques and styles that will gain the most impact in her viewers and that carries the best message for what she is creating.



“You never can do what the kids do. What you do is look at yourself and find your own way to address the fact that the times have changed and that you have to pay attention. You can’t be a designer and say, ‘Oh, this is timeless.’ Nothing is timeless!”

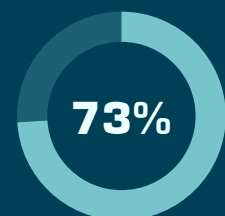
Market Research



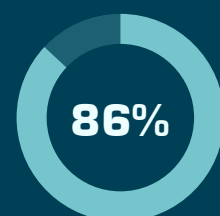
There are
19,930,000
College Students in America

The average student spends
\$25,575
on education per semester

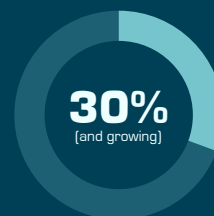
75%
of college graduates say the education system
needs major changes or completely rebuilt



are full-time students

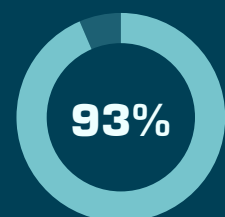


are 18-34 years old

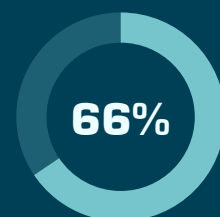


take at least 1 class online

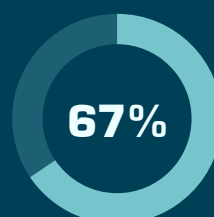
62%
of students want more learning-
management system use



own a cell phone



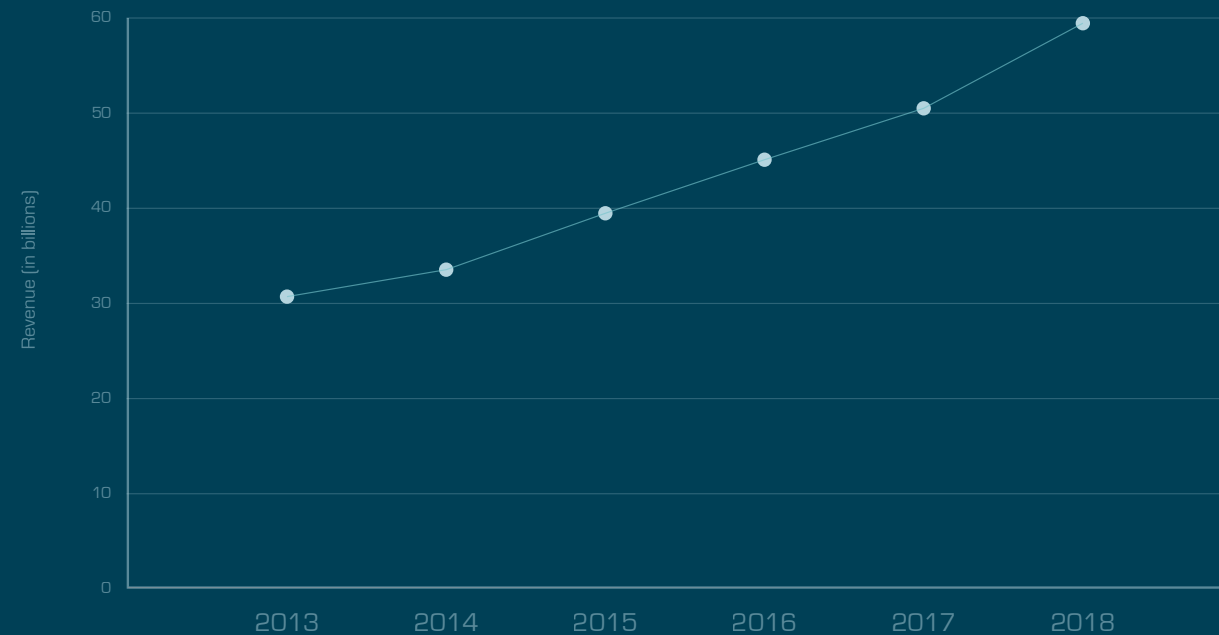
own a laptop computer



of educators say online education
can be as effective as face-to-face.

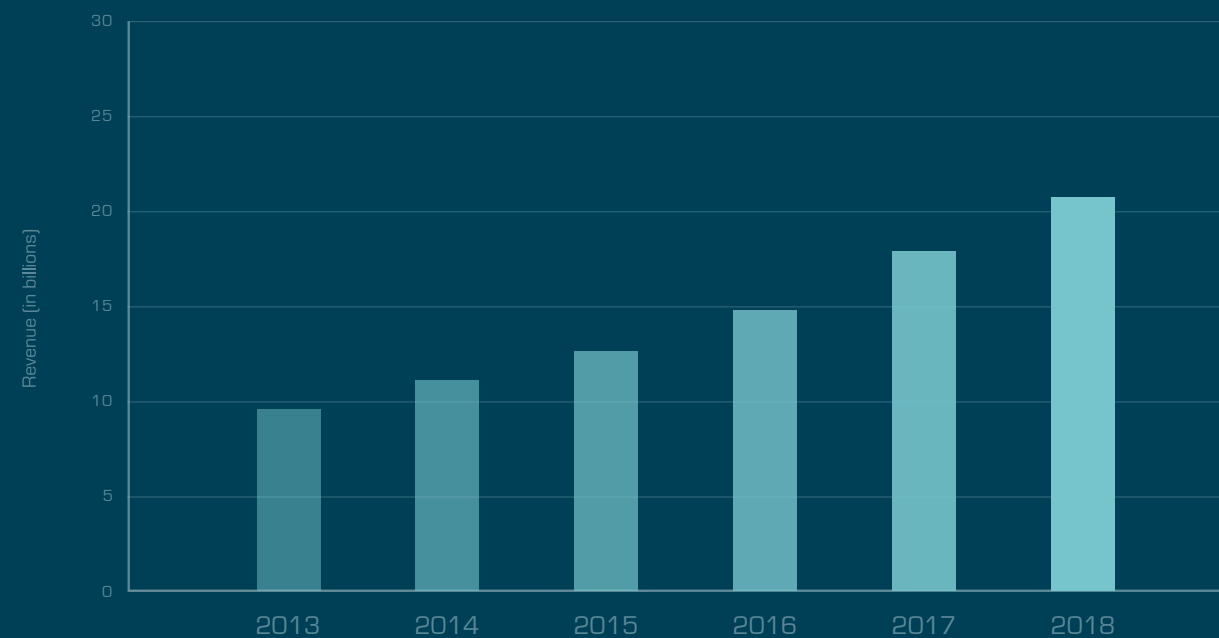
60%
of students want more use of
online collaboration tools

Smart Classroom Market



The Smart Classroom market is projected to grow from \$31 billion in 2013 to almost \$60 billion by 2018.

Educational Systems Market



Within the Smart Classroom market, the Educational Systems portion is estimated to grow from \$9.67 billion to almost \$21 billion.

Competitive Analysis

Blackboard

Learn Collaborate

Blackboard Learn is a Learning Management System that tries to impact every aspect of education through use on any device.

Blackboard Collaborate is a system made specifically for conferences and collaboration.

Pros

- Comprehensive grading tools
- Detailed evaluations
- Covers multiple devices

Cons

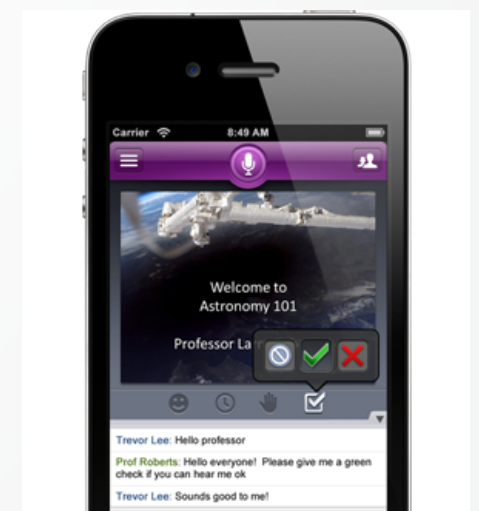
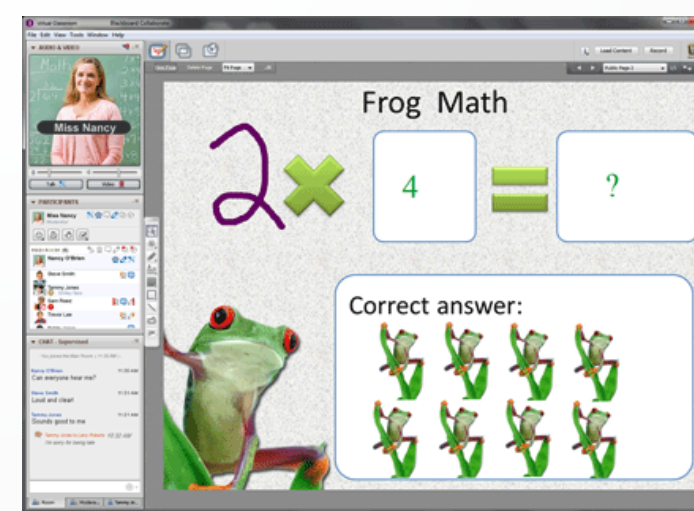
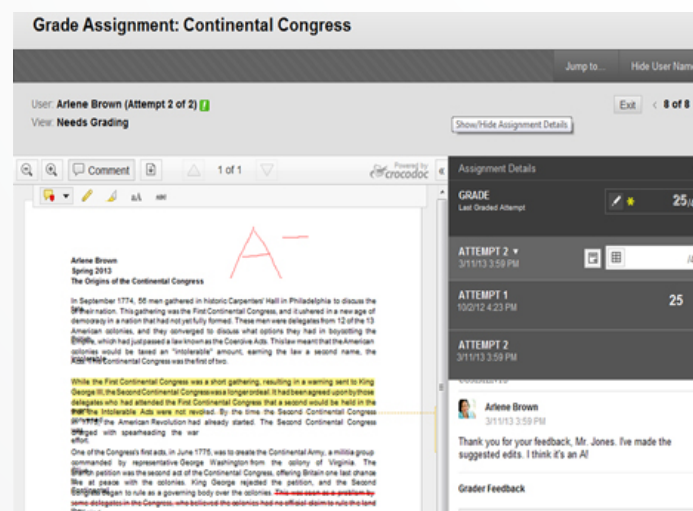
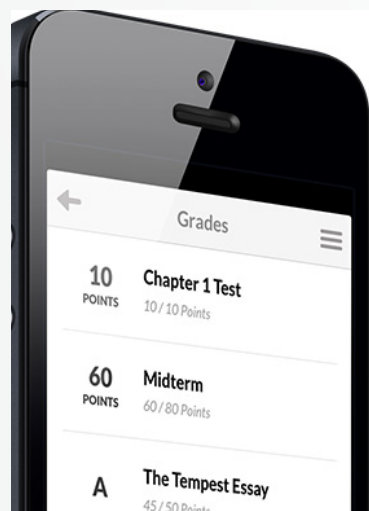
- Overwhelming amount of information and things to do
- Only online and not an in-class system

Pros

- Integration with Learn
- Interactive whiteboard
- Voice authoring

Cons

- Complicated to host a session
- Too many possible tools to think about when hosting
- Unappealing design



Moodle

Moodle is an open source platform to create personalized learning environments for educators, administrators and students.

Pros

- Customizable
- Has a section for all kinds of users

Cons

- Too many options
- Only semi-responsive
- Unappealing design



Nearpod

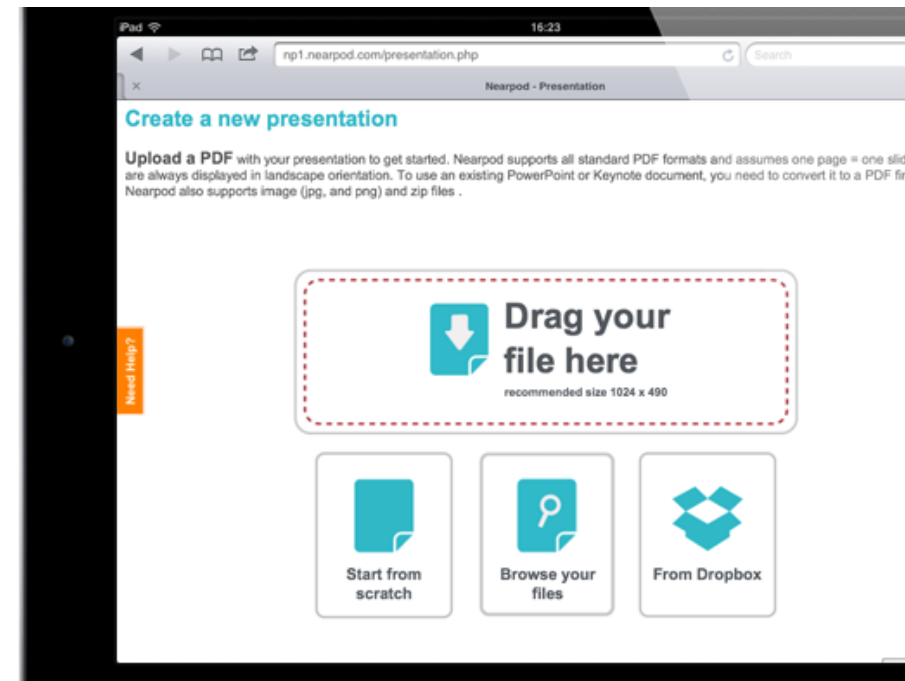
Nearpod is a collaborative presentation tool that can be used to create and share content on multiple devices.

Pros

- Create interactive presentations
- Share supplemental content
- Control student activity
- Realtime student feedback and collaboration

Cons

- Can only share mobile-to-mobile
- Difficult to multi-task during presentation



Competitive Matrix

Features		Blackboard Learn	Blackboard Collaborate	Moodle	Nearpod	Alliance Education System
	Calendar	●		●		●
	Chat/IM		●	●		●
	Real-time questions				●	●
	Check grades	●		●		●
	Class discussion forums	●		●		●
	Interactive whiteboard		●		●	●
	Notifications	●		●		●
	Personal profile page	●		●		●
	Badges and achievements	●		●		
	Course enrollment	●		●		
	Course evaluations	●		●		
	Instant grading					●
	Inline grading	●		●	●	●
	Gradebook	●		●		●
	Create presentation	●		●	●	●
	Share presentation	●		●	●	●
	Interactive lesson				●	●
	Share supplemental content	●		●	●	●
	Control student activity				●	●
	Take attendance	●		●		●
	Create tests/quizzes	●		●	●	●

Target Audience

Primary

18 - 34

Student

Tech-savvy

Attends Private Institution



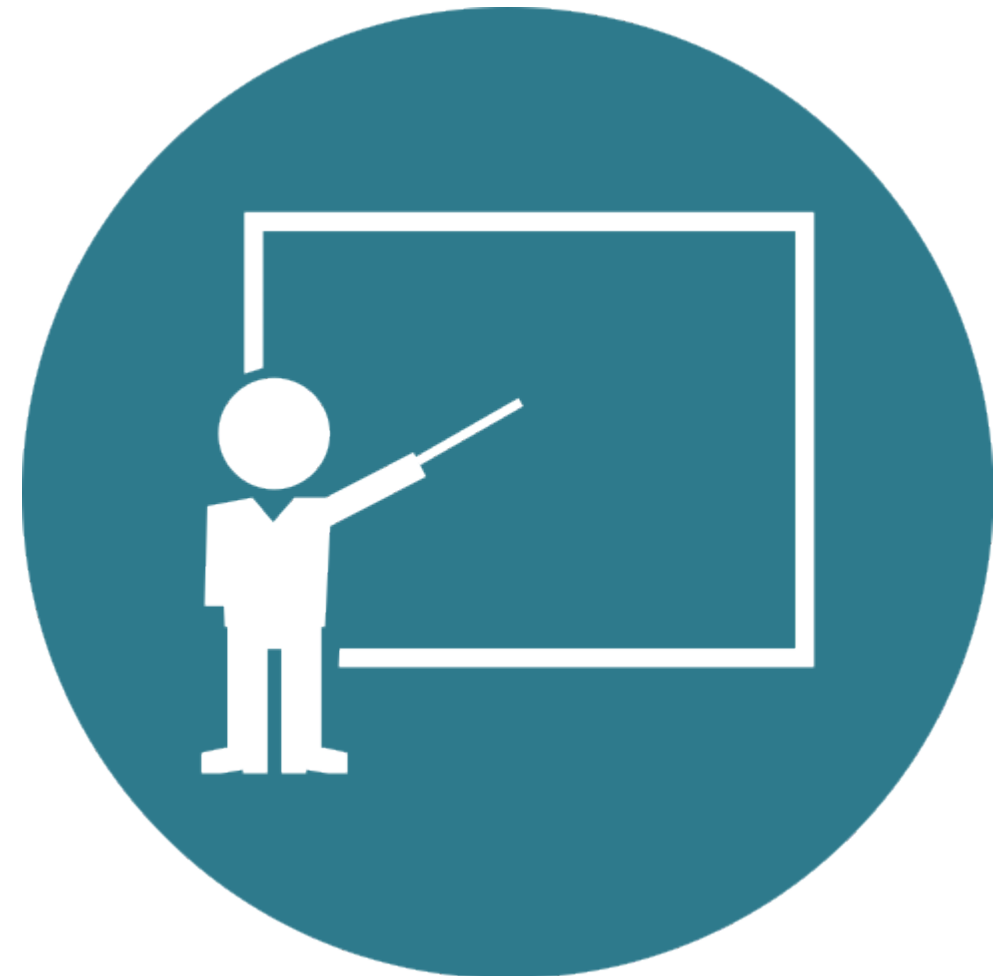
Secondary

35 - 50

Professor

Tech-savvy

Teaches at Private Institution



Personas & Taskflows

Chatty Cathy

On-Campus Art Education Student

20 years old | Loves to text | Uses tech for social media | Enjoys going to the park | Lives in San Francisco

Description

Cathy tries to pay attention in class but often forgets what was covered later in the week. She also has trouble remembering the homework when she needs to complete it. She needs a way to stay focused and get all of the information later on her own time.

Education Style

Cathy prefer hands-on learning and always has to try something for herself before she can fully understand it. She likes to have one-on-one time with her professor when it's available to be able to get constant feedback and improve her work.

Technology

Cathy always has her phone with her and lives for social media. She uses Facebook, Twitter, Instagram and more. If it's social, Cathy's tried it at least once. She texts her friends on a regular basis and loves to know what's going on at all times. When at home, she's on her computer, still checking social media.

“I need to stay focused in class and after so I can succeed.”

Chatty Cathy

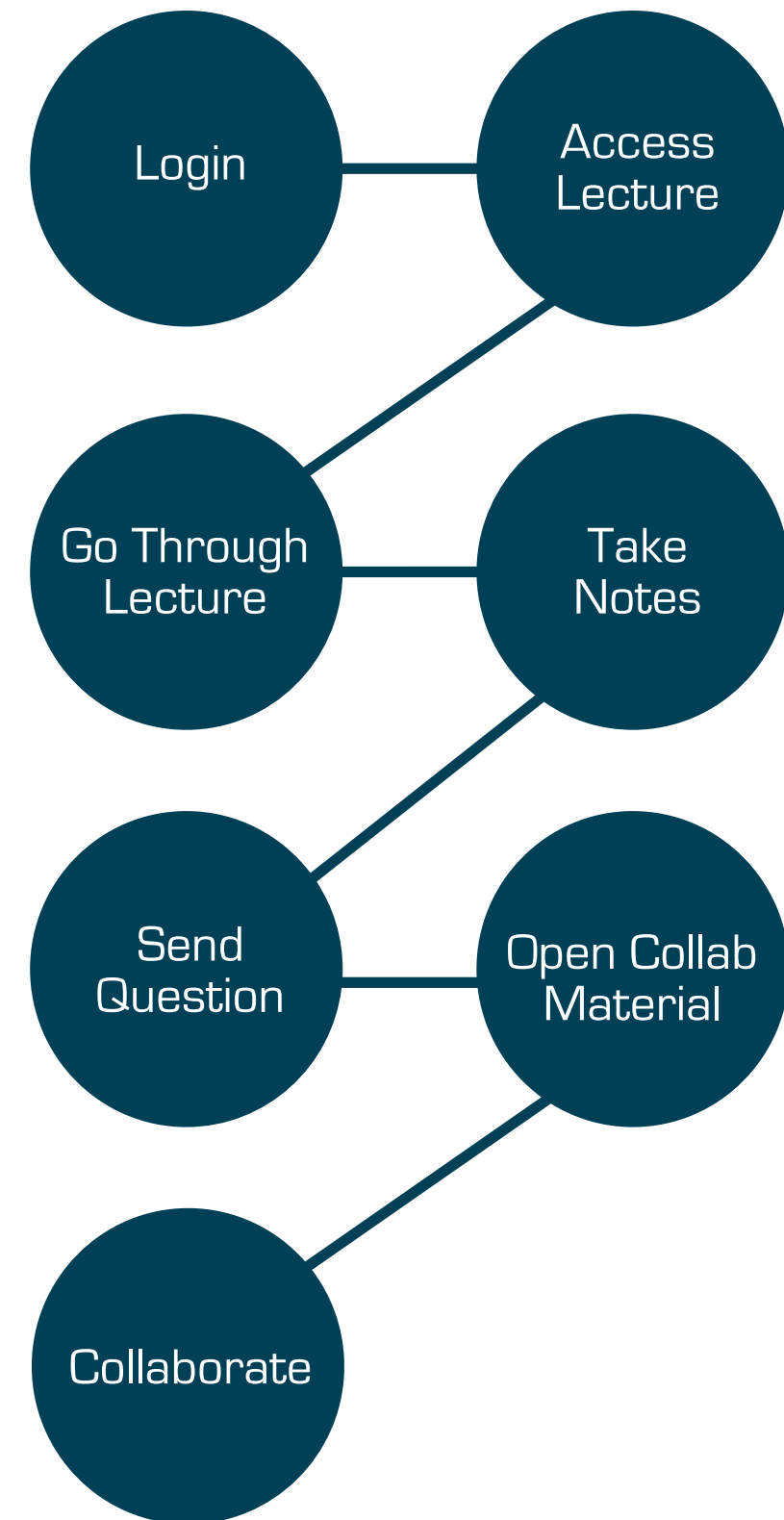
On-Campus Art Education Student

Scenario

Cathy is in class and needs to take notes and make sure she gets everything necessary for doing her homework at a later date while participating in class.

Task

Take notes in class, go through the lecture, send a question, and collaborate on a project.



Focused Fiona

On-Campus Graphic Design Professor

36 years old | Photographer in spare time | Takes pride in being prepared | Loves everything tech | Lives in San Francisco

Description

Fiona is passionate about education and sharing her knowledge with her students. She is always ready for her lessons, knowing exactly what she wants to show to best help her students learn. Fiona is interested in distance learning but primarily teaches on-campus.

Education Style

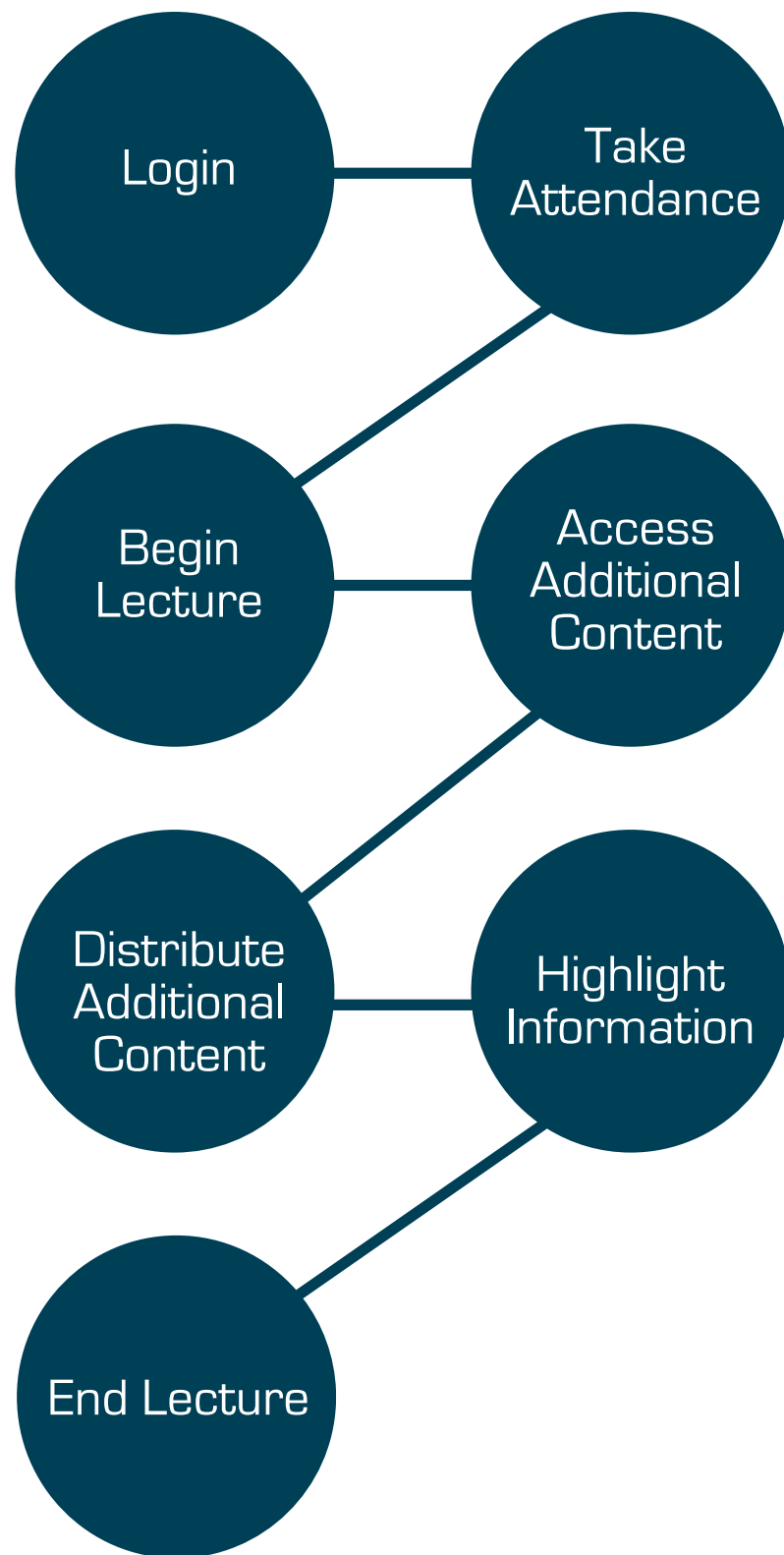
Fiona likes to give her students everything they need to succeed in her classes and beyond. When she can, she gives extra content to help their understanding of the subject matter. She loves to stay organized and that shows in how she teaches.

Technology

Fiona keeps up with the latest technology and loves to test what she can. She takes pride in learning what is new in the industry so that she can adapt her teaching methods to try to keep it as current as possible for her students.



“I want to give my students everything they need to succeed in the future.”



Focused Fiona

On-Campus Graphic Design Professor

Scenario

Fiona wants to be able to run her class smoothly from start to finish, while giving her students everything they need to know for the lecture.

Task

Have a smooth class session by taking attendance, giving the lecture and providing supplemental content.

SSNF

SSNF

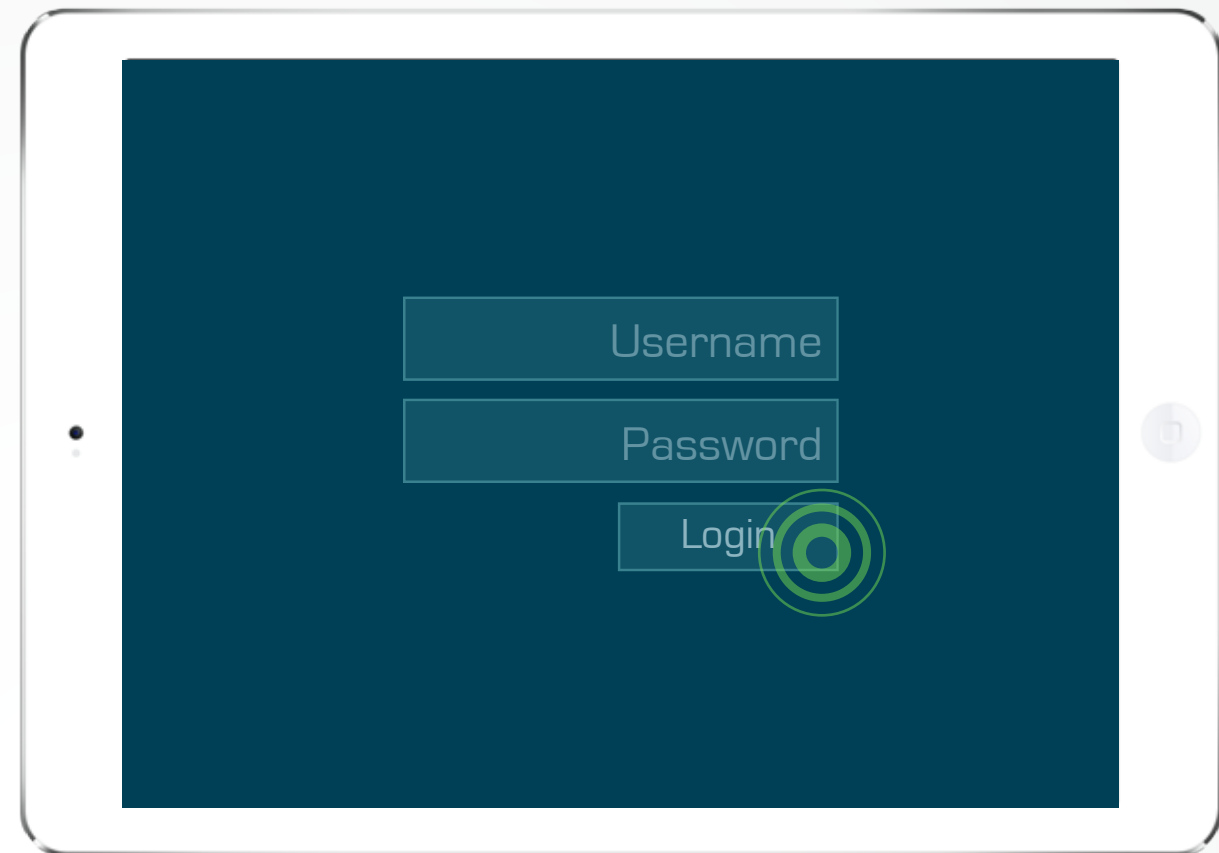
Stakeholder	University	Professor	Student
Situation	The University wants to maintain high ratings for education as well as continuing to increase enrollment through good ratings and reviews from students. They also want to continue to be provided funding through the high marks and attendance.	The professor wants to be able to run class smoothly. Beginning the class with attendance and quickly being able to share the presentation and additional content., Keeping all grades from the course in a single place will help them stay organized.	Our student wants to be able to take notes throughout the lecture, send any relevant questions and to keep all related information in an easily accessible place. They also want to be able to see their grades simply to know where they stand in each class.
Need	Easily monitor students' grades and attendance to properly see school statistics and funding capabilities.	Easily share information with students and quickly gain feedback or questions. Ability to record grades and attendance in an accessible and succinct manner.	Easily get information from professor and be able to access it anywhere. Abilitiy to ask questions quickly during and after class. Keep up with grades to be able to know how they are doing in various classes.
Features	Place to see grades and attendance for classes in one place.	Place to create and share presentations and other content. Collection area for communications and questions from students. Place to record grades and attendance that can be accessed at a later time.	Organized page of all information from any given class. Area to send questions to professors at any time. Place to see all grades.

Proof of Concept

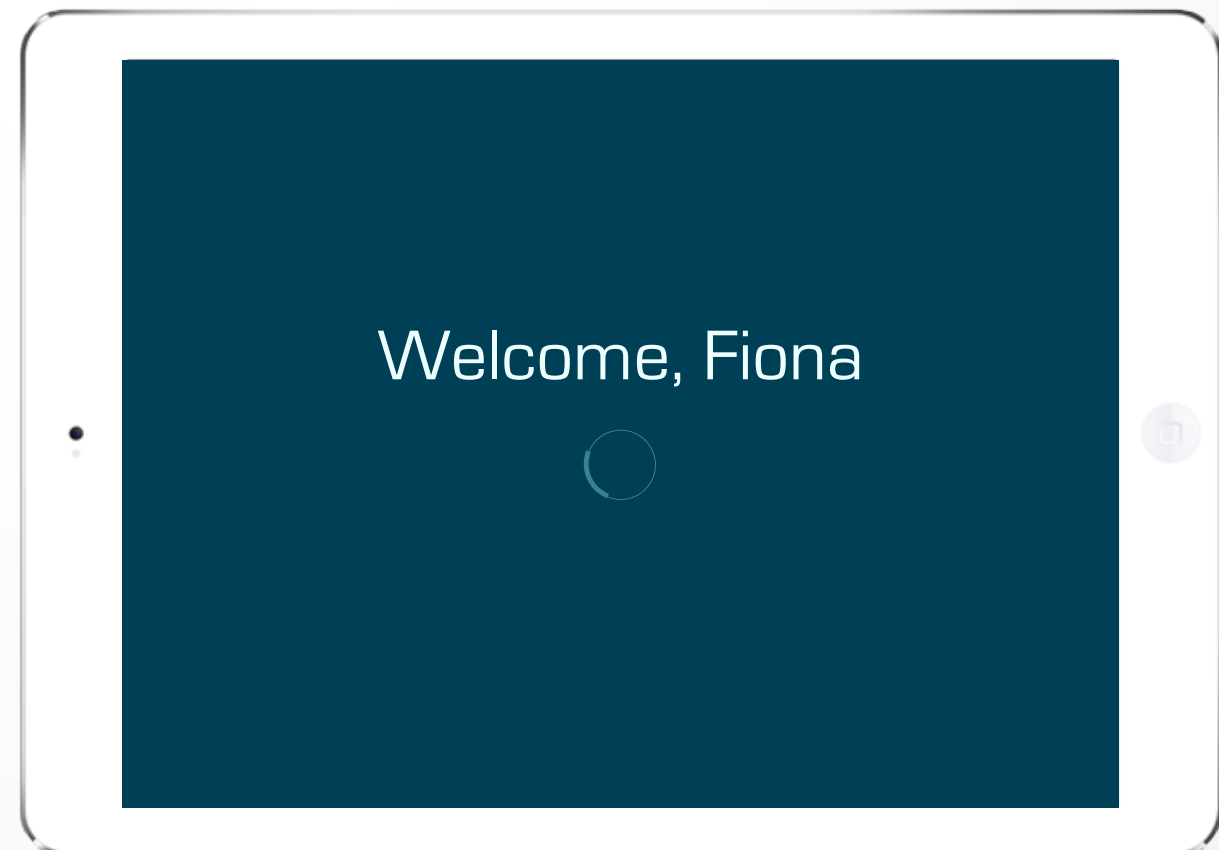
Professor Walkthrough

1/7

When the system opens, the professor will be greeted with a screen to login. Clicking into one of the boxes will open the keyboard on the device and allow for user input.



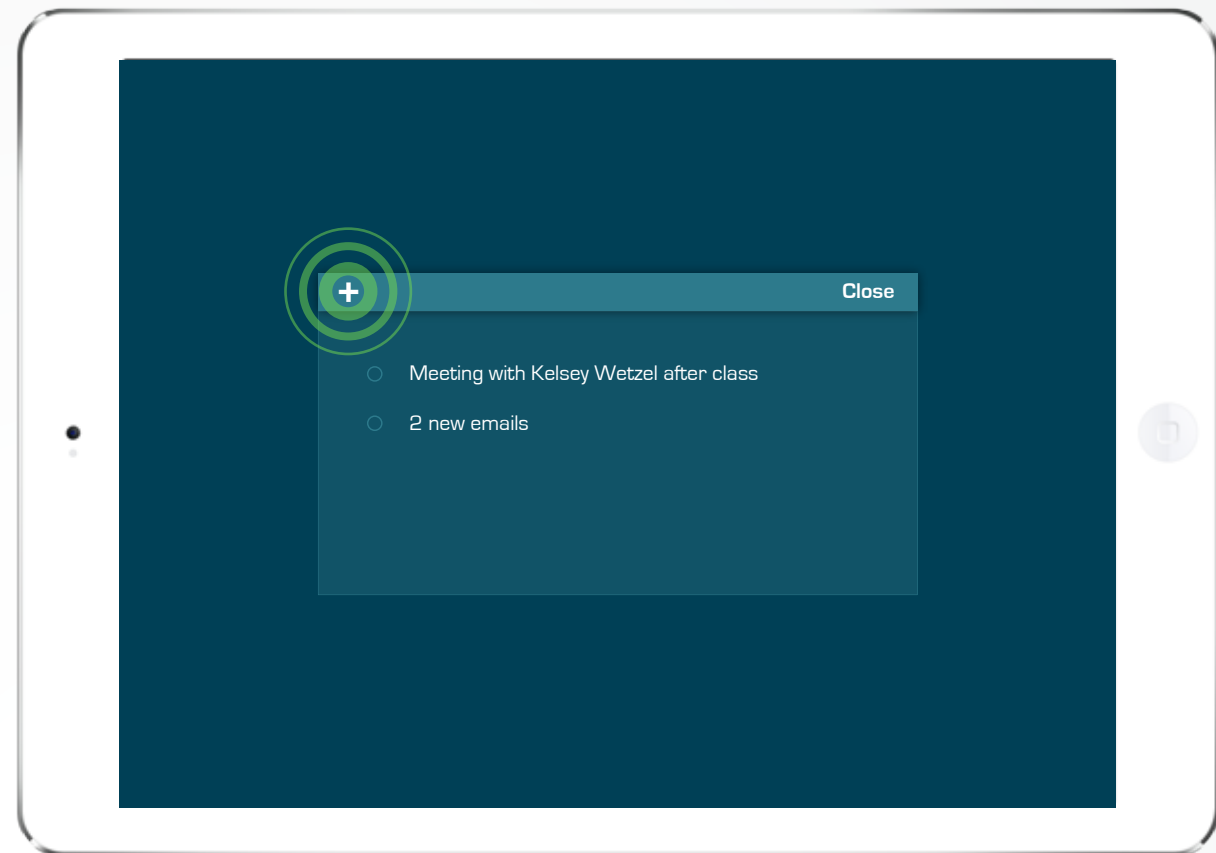
Once they choose to login, there will be a short loading screen that will greet them personally.



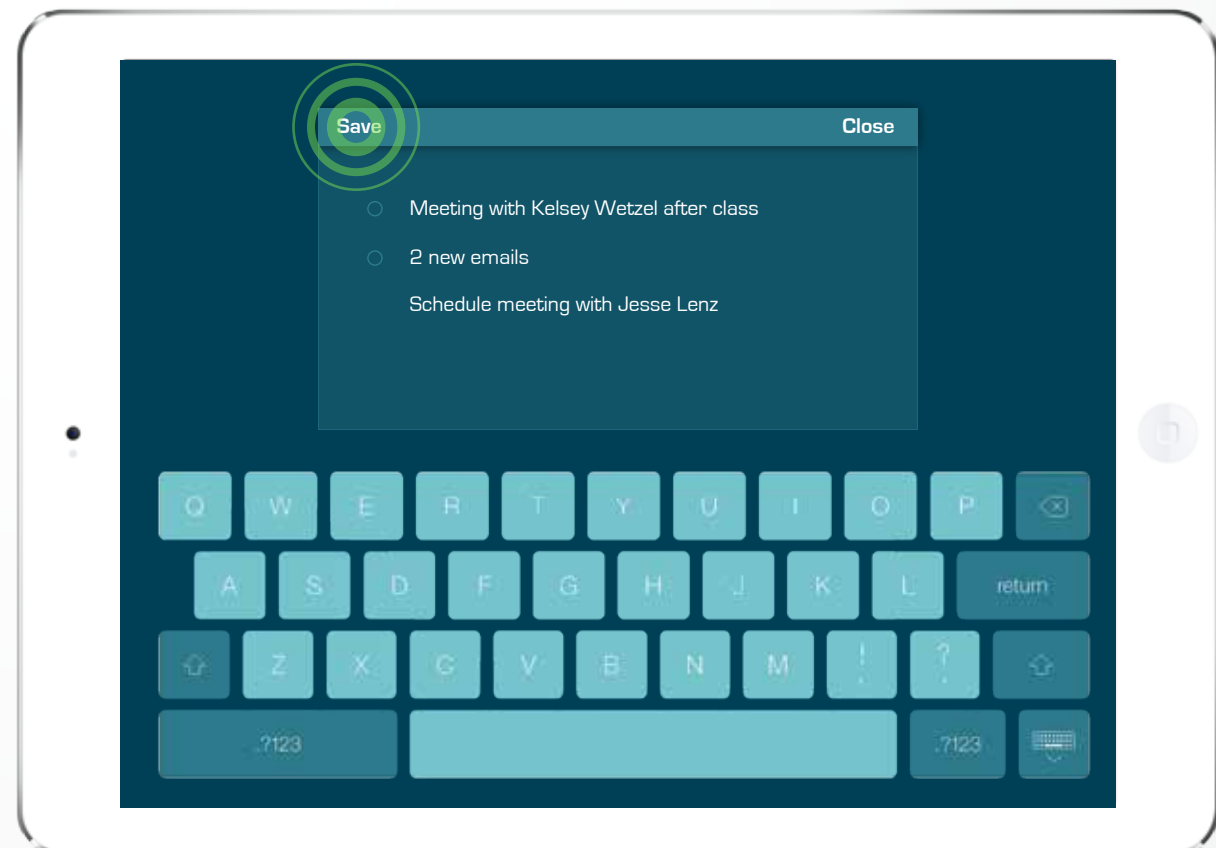
Professor Walkthrough

2/7

This screen shows personalized reminders for Fiona in relation to the class she is currently in. She is able to add tasks that she needs to do from this screen before moving on.



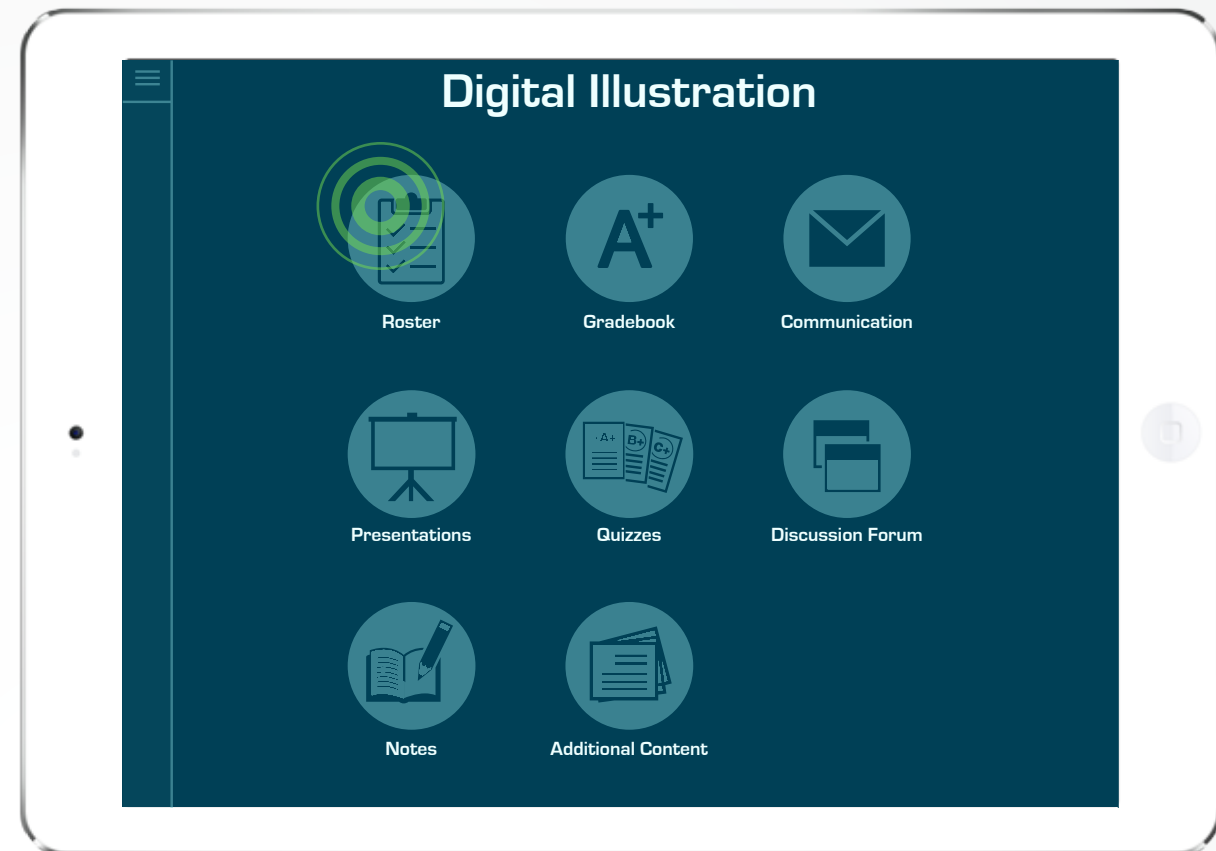
Once adding the new note that she wishes to keep in her reminders, Fiona will select the Save button and be directed to the class screen.



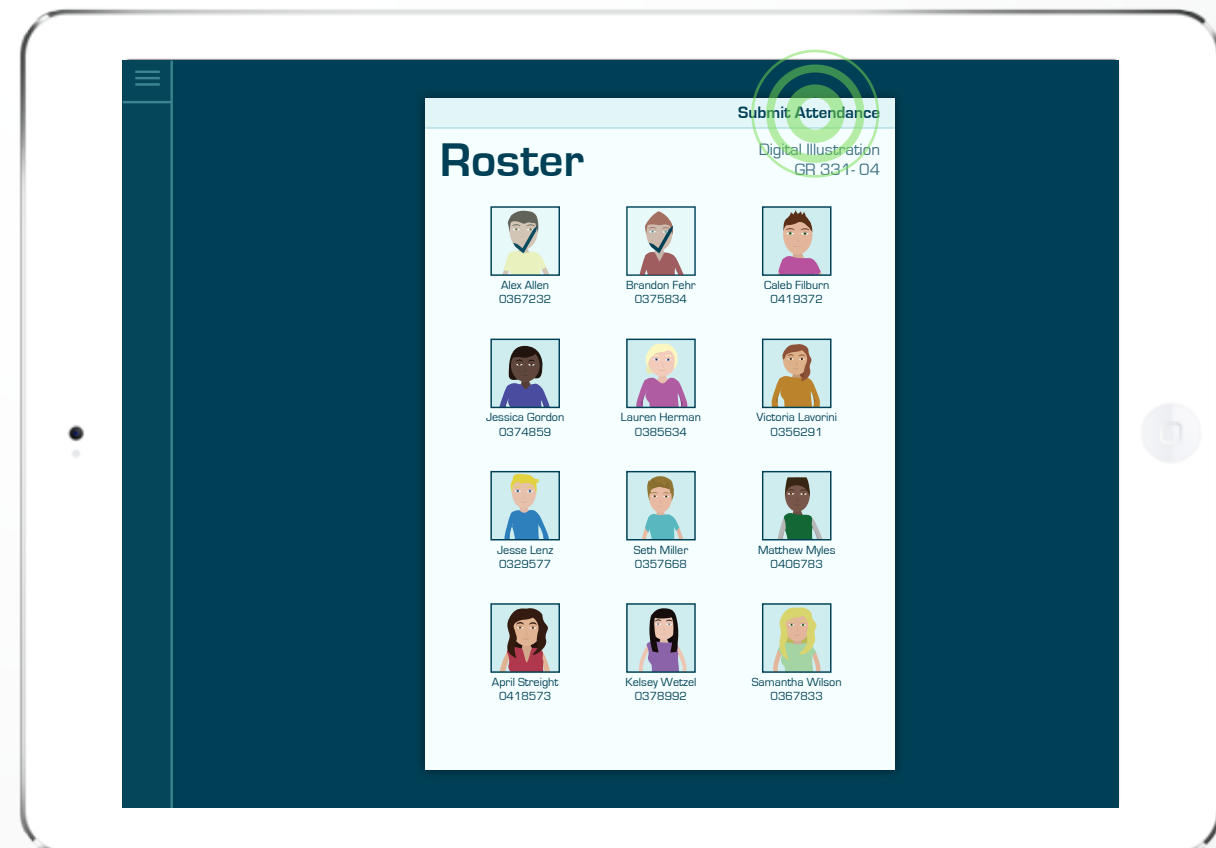
Professor Walkthrough

3/7

The class menu gives options that are specific to this class, such as the Roster, Gradebook and Presentations that have been created for it. To begin the class, Fiona will choose the Roster so that she can take attendance.



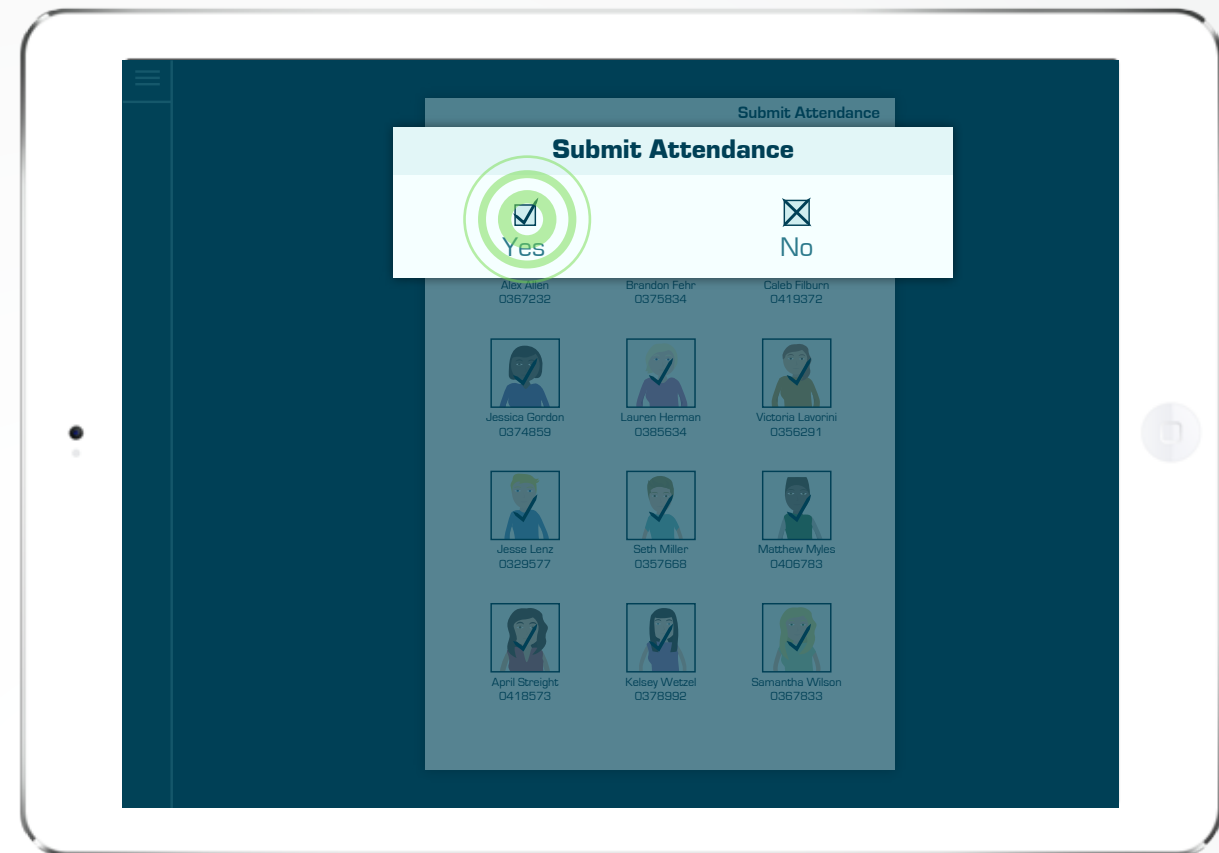
A simple roster will appear to allow Fiona to take attendance. It includes student images, names and ID numbers as well as the class name and number. The integrated system between the professor and student interfaces allows attendance to be taken easily. As students login to their surface systems it will mark them as present in the class so that Fiona only has to submit the attendance.



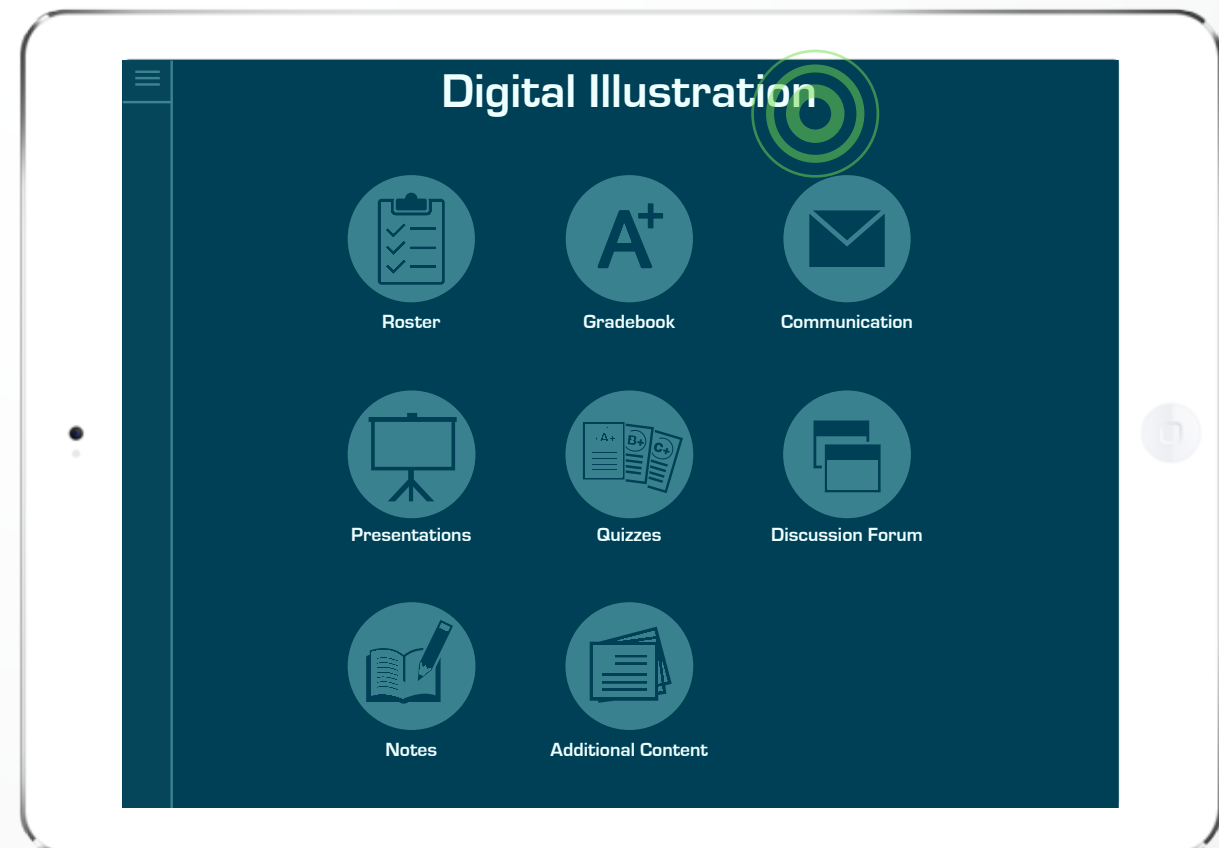
Professor Walkthrough

4/7

A confirmation window will appear to make sure that Fiona is ready to submit attendance. She clicks yes to submit it to the system.



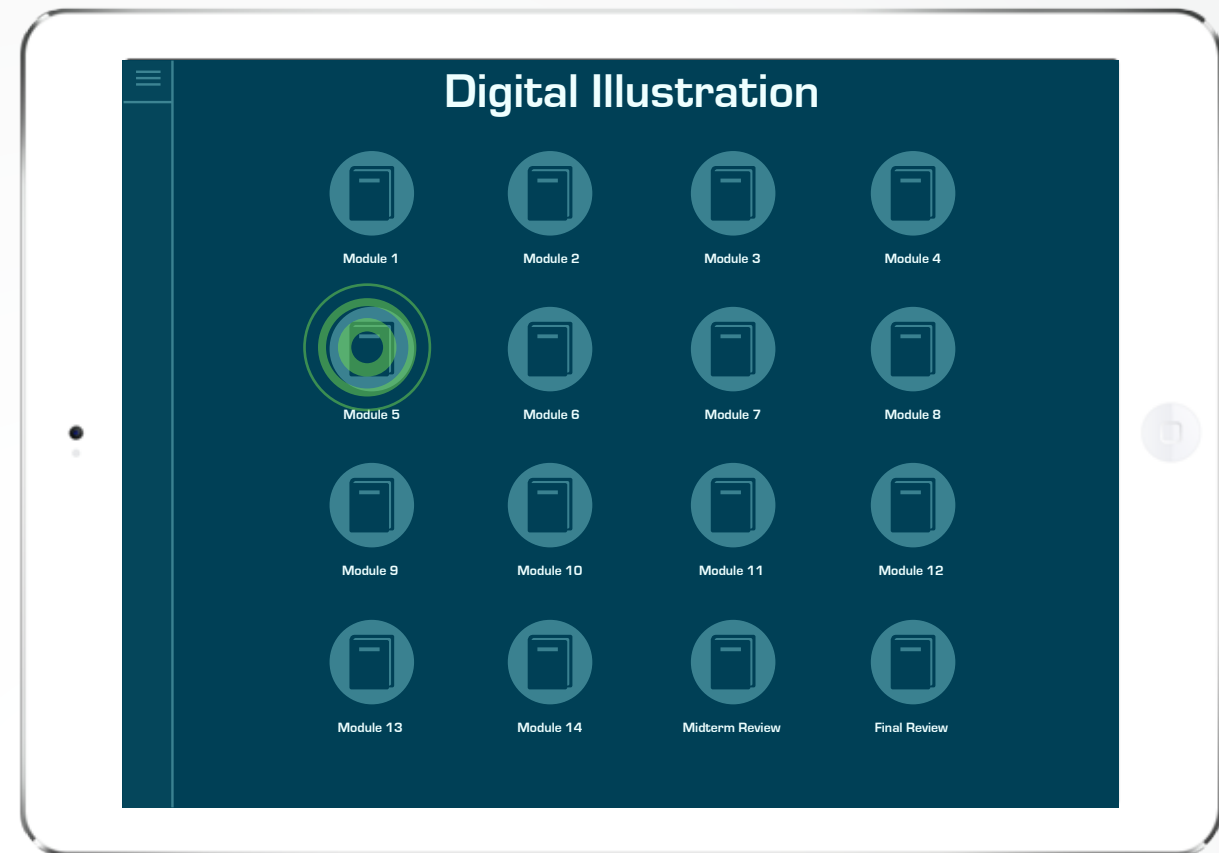
After she submits the attendance, the system will automatically put her back on the class menu to allow class to move on quickly. Fiona is now ready to start her lecture so she will choose Presentations.



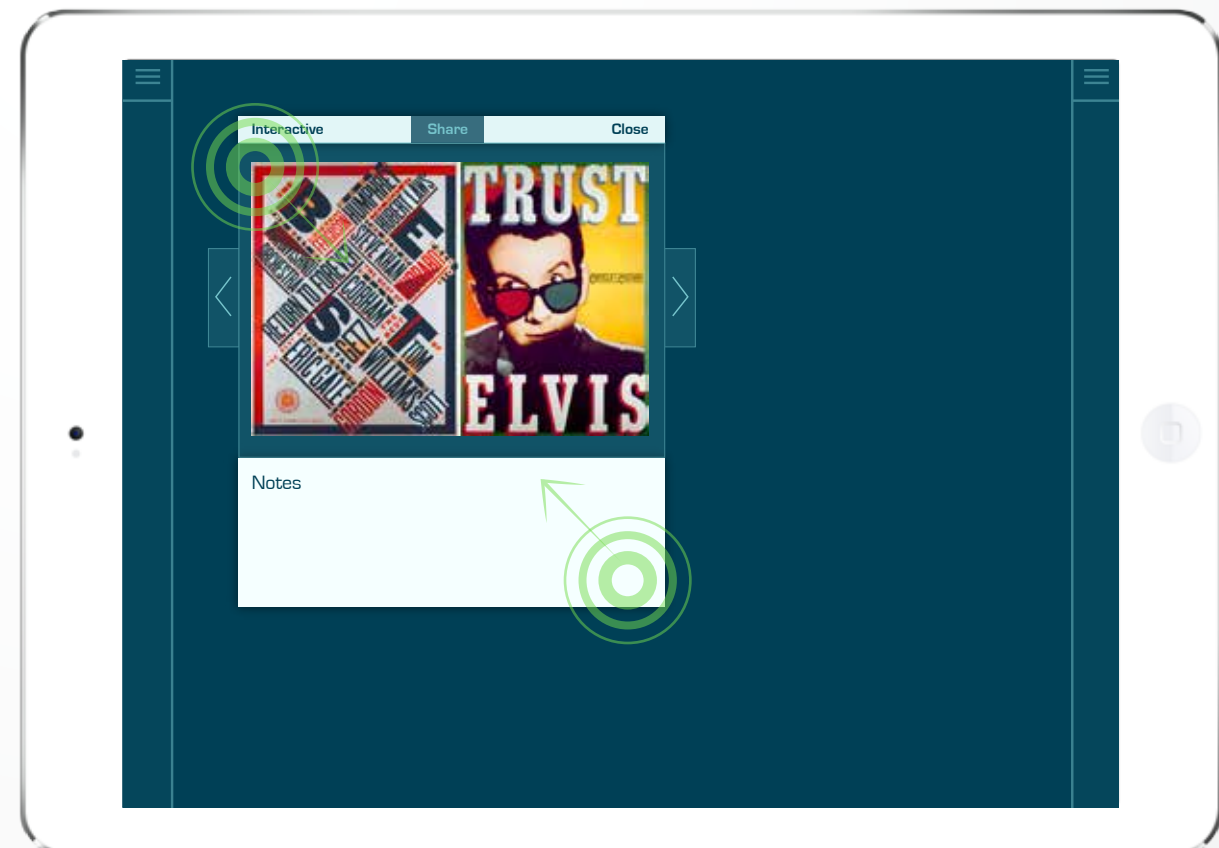
Professor Walkthrough

5/7

Fiona will have to choose what presentation she would like to begin and will see all that she has created on this page. Each one could have a specific image set as the cover if she wanted.



When the presentation opens, it will automatically be shared to the student's interfaces as well as the projector. It is taking up a lot of screen space so Fiona will pinch to shrink the window and then can move it around the screen to the position she is most comfortable.

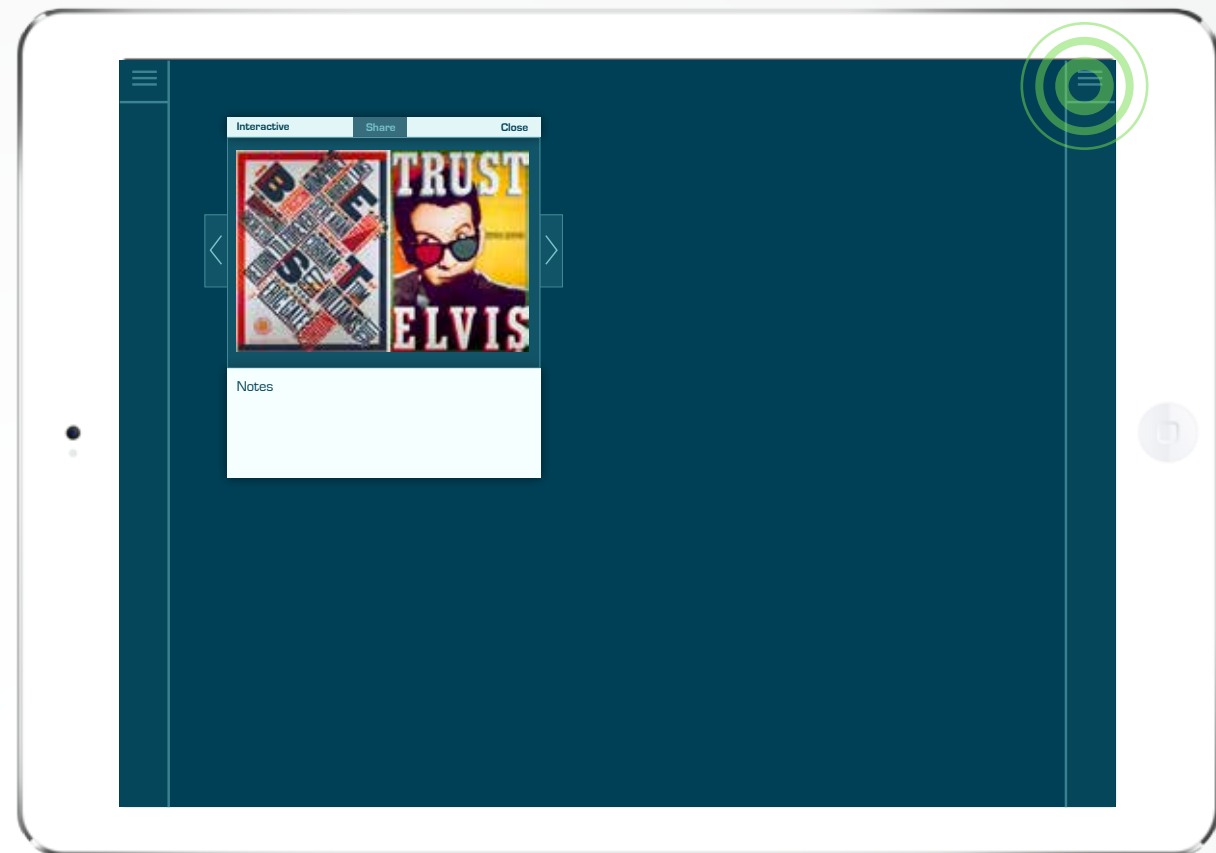


Professor Walkthrough

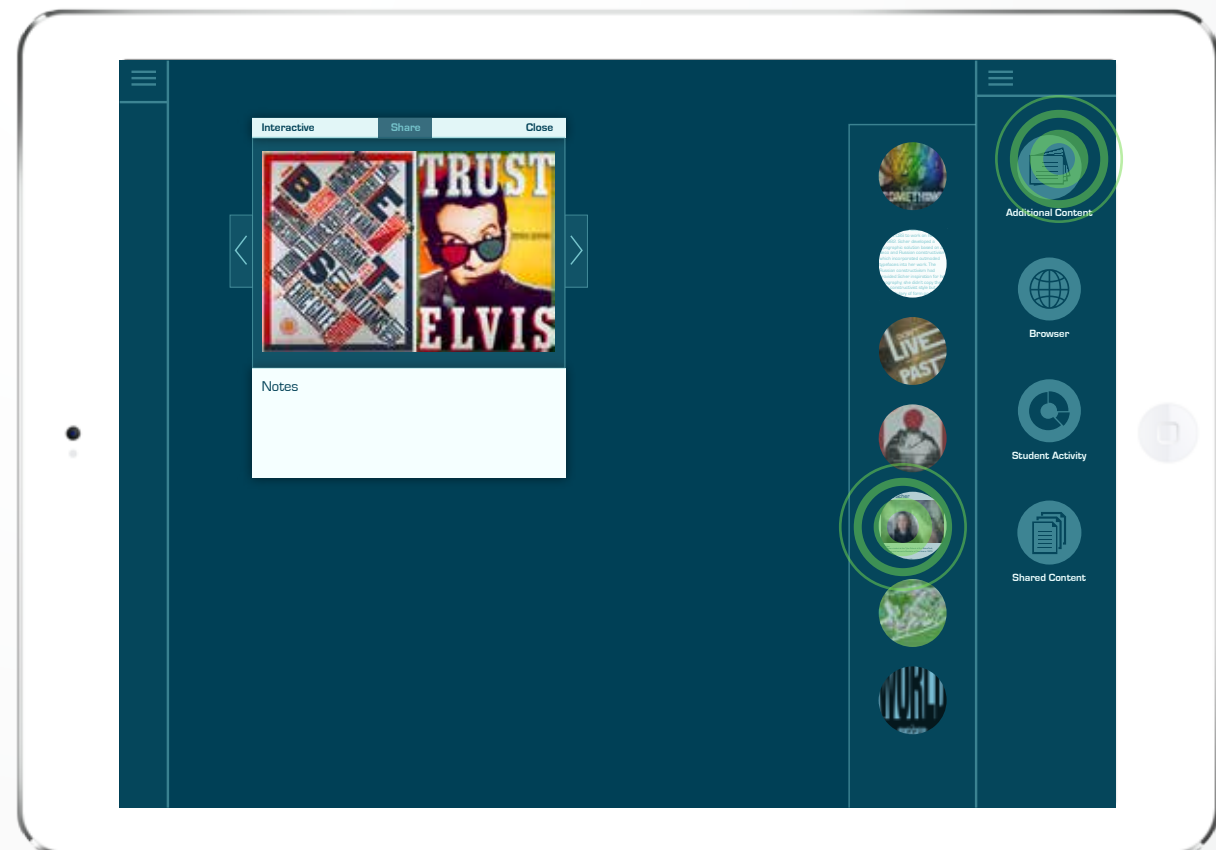
6/7

With the presentation situated correctly, she wants to share additional content with her students. She will open the right hand menu to access tools useful during presentations.

Fiona can choose to use the arrow buttons, swipe functionally or set the capability to shake the device to change slides.



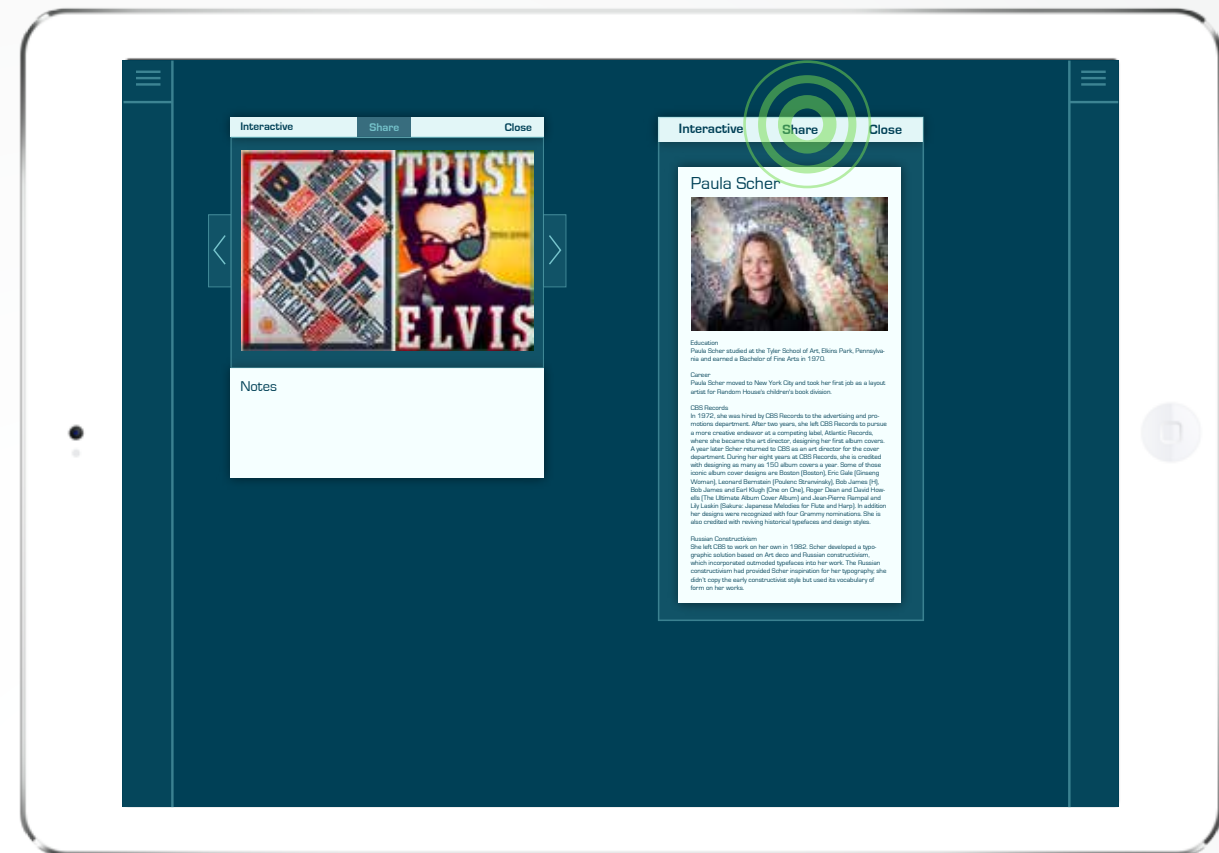
The additional content link is at the top of the presentation menu and only has content for this specific week's lesson. Fiona will choose the content she wishes to share.



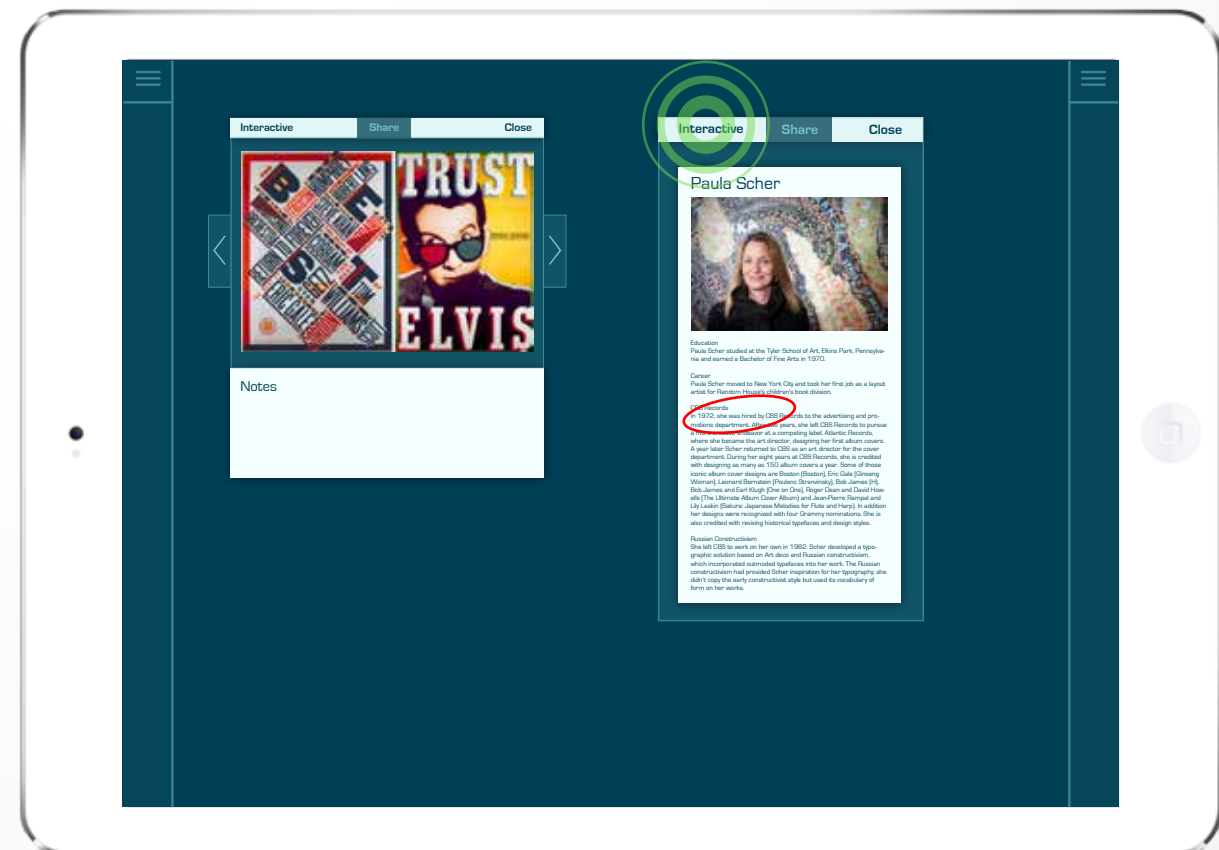
Professor Walkthrough

7/7

The additional content will appear on the screen next to the presentation but will not automatically share. Fiona will have to select to share it manually.



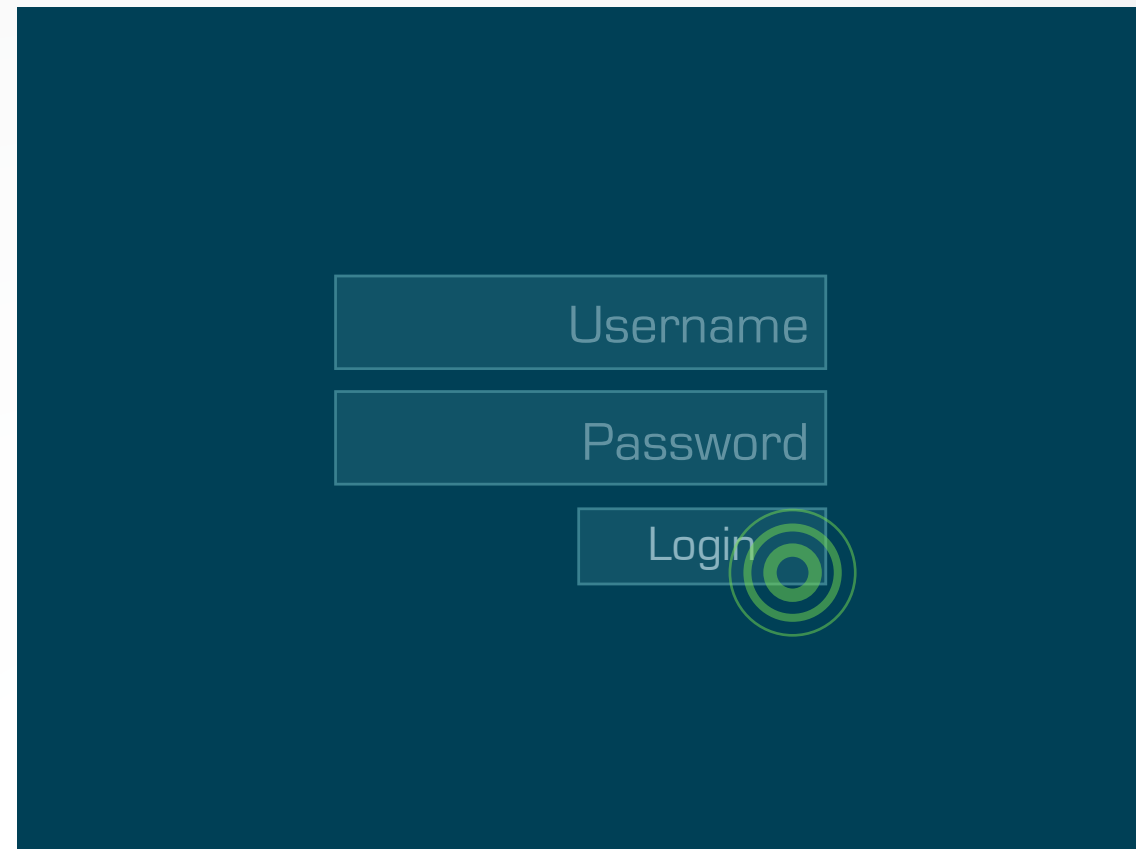
Once it shared, Fiona wants to highlight an important part for her students. Selecting the Interactive button will allow her to draw on the content. As she adds something on her device it will appear on her student's interfaces.



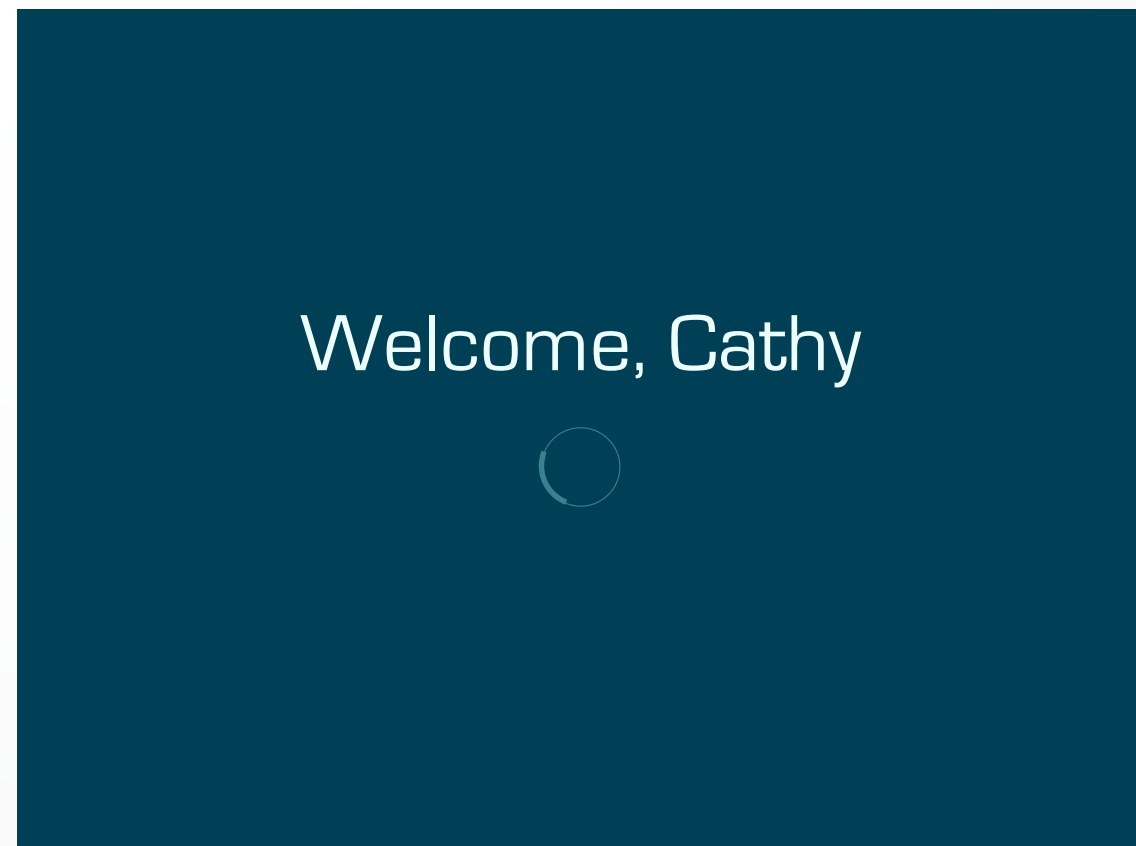
Student Walkthrough

1/6

When the students sits down at their surface interface, they will see a screen to login. Clicking into one of the boxes will open the keyboard on the device and allow for user input.



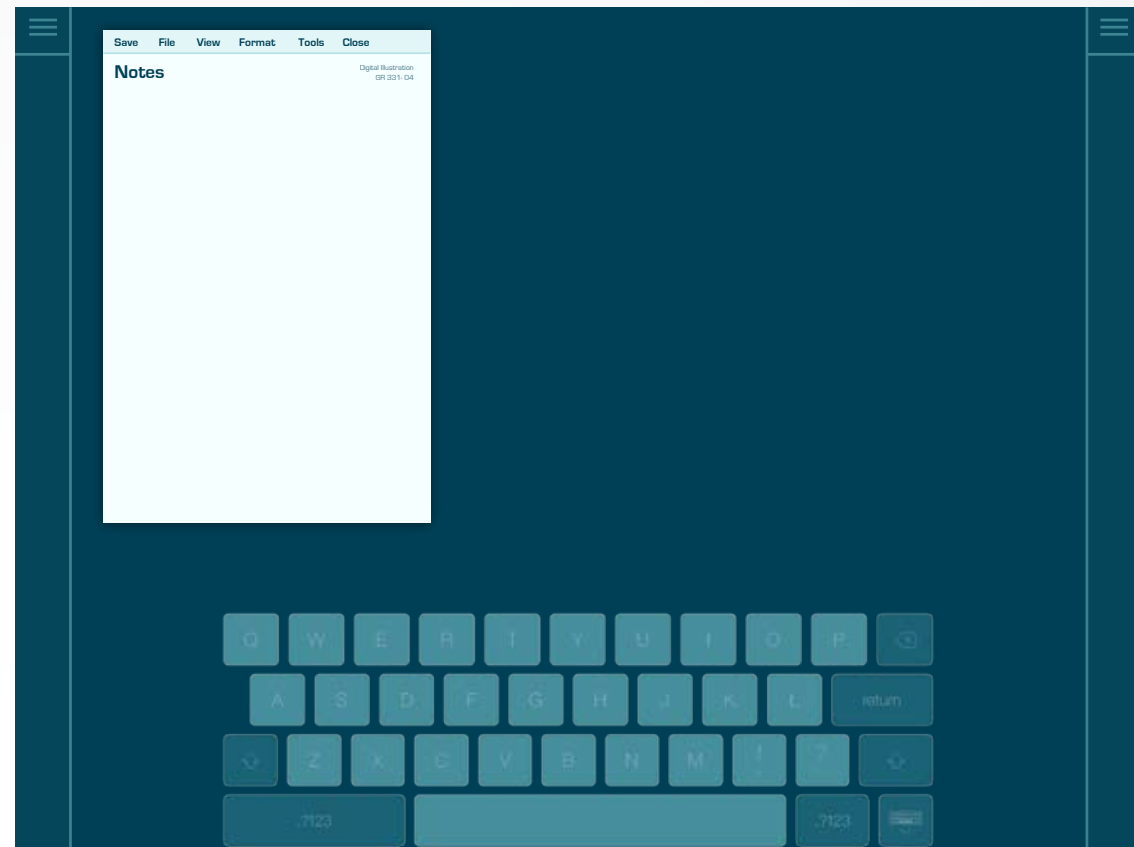
Once they choose to login, there will be a short loading screen that will greet them personally.



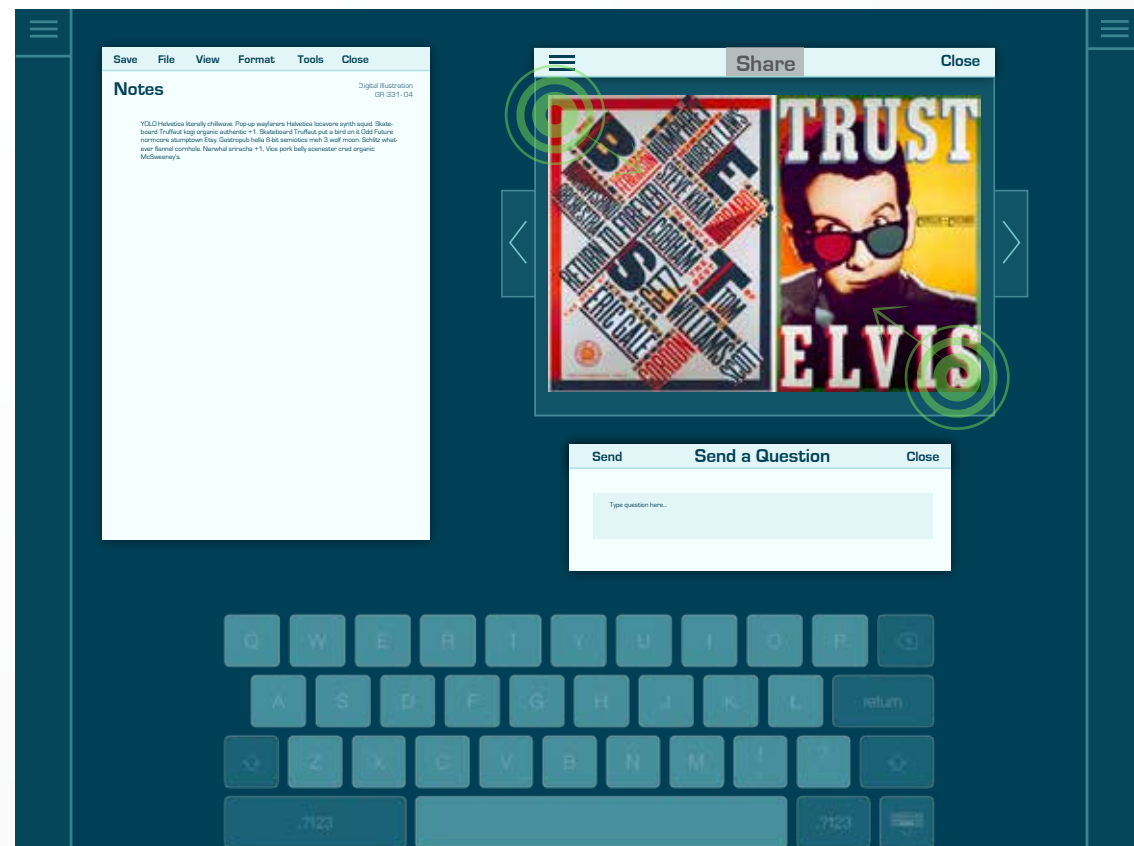
Student Walkthrough

2/6

When the student logs in, it will take them to their personalized screen that they previously used. A new page of notes will open and it will already have the class name and number at the top so it easily be kept track of what class this is. The keyboard will also appear as the notes open.



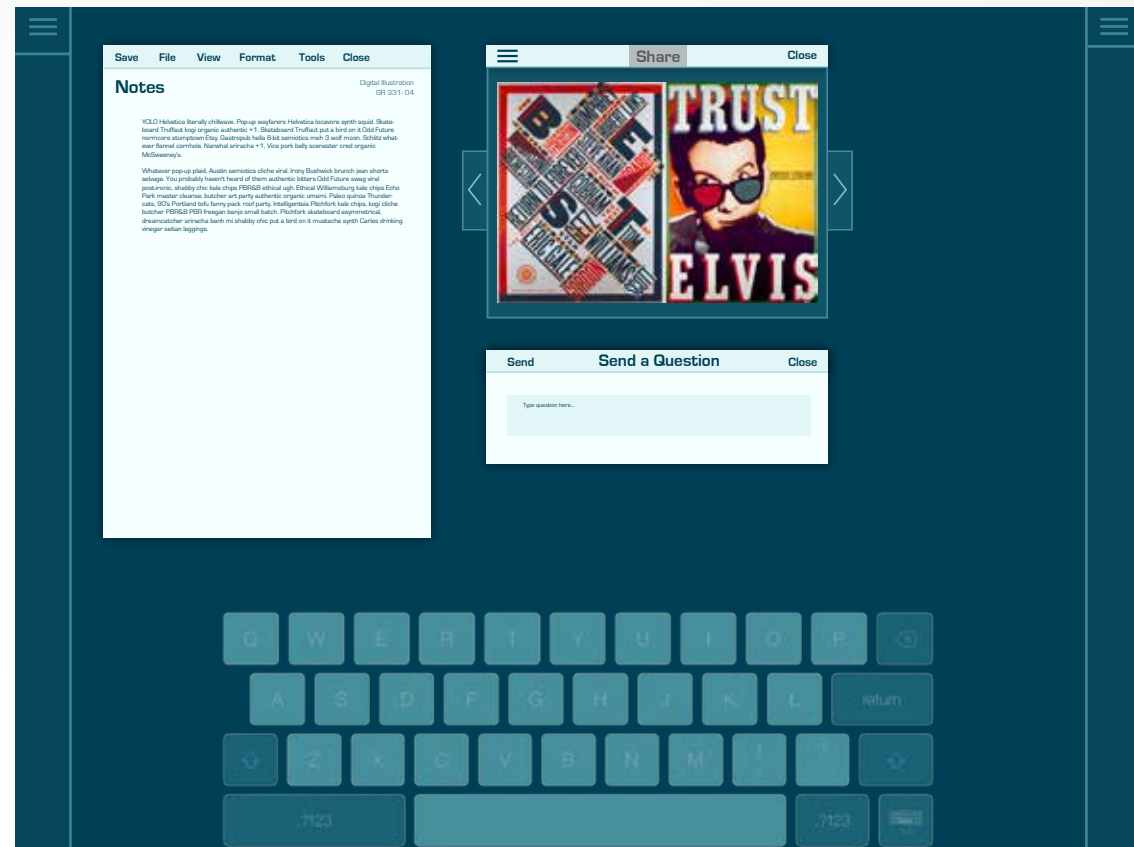
When the professor begins the presentation, it will appear on the student's interface along with a box for the student to submit any questions in real time that they may have. The window is a bit large so Cathy wants to resize and rearrange it.



Student Walkthrough

3/6

As the presentation is resized, the question box will be resized with it unless specifically adjusted.



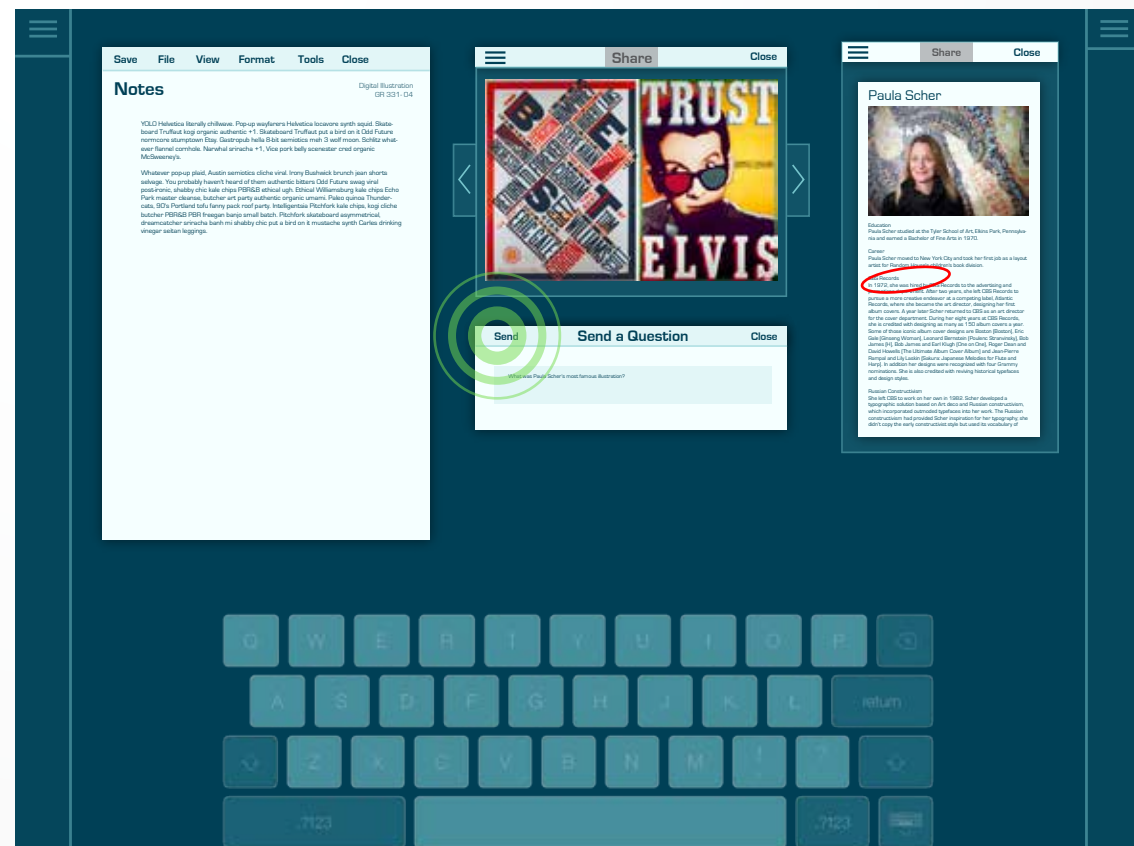
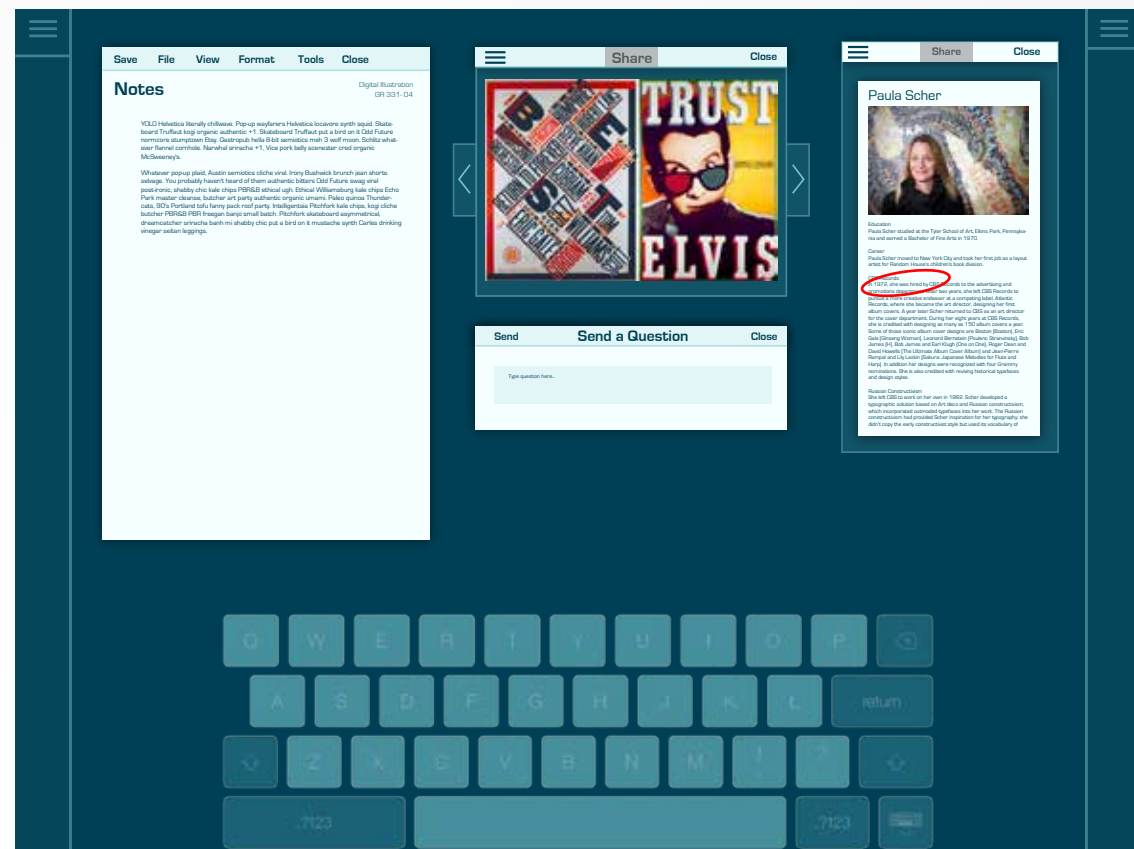
As additional content is shared, the elements on the interface will reorganize themselves to accomodate the information.



Student Walkthrough

4/6

When the professor makes a portion of information interactive, what they do on the it, such as highlighting a section, will appear on the object on the student's interface.

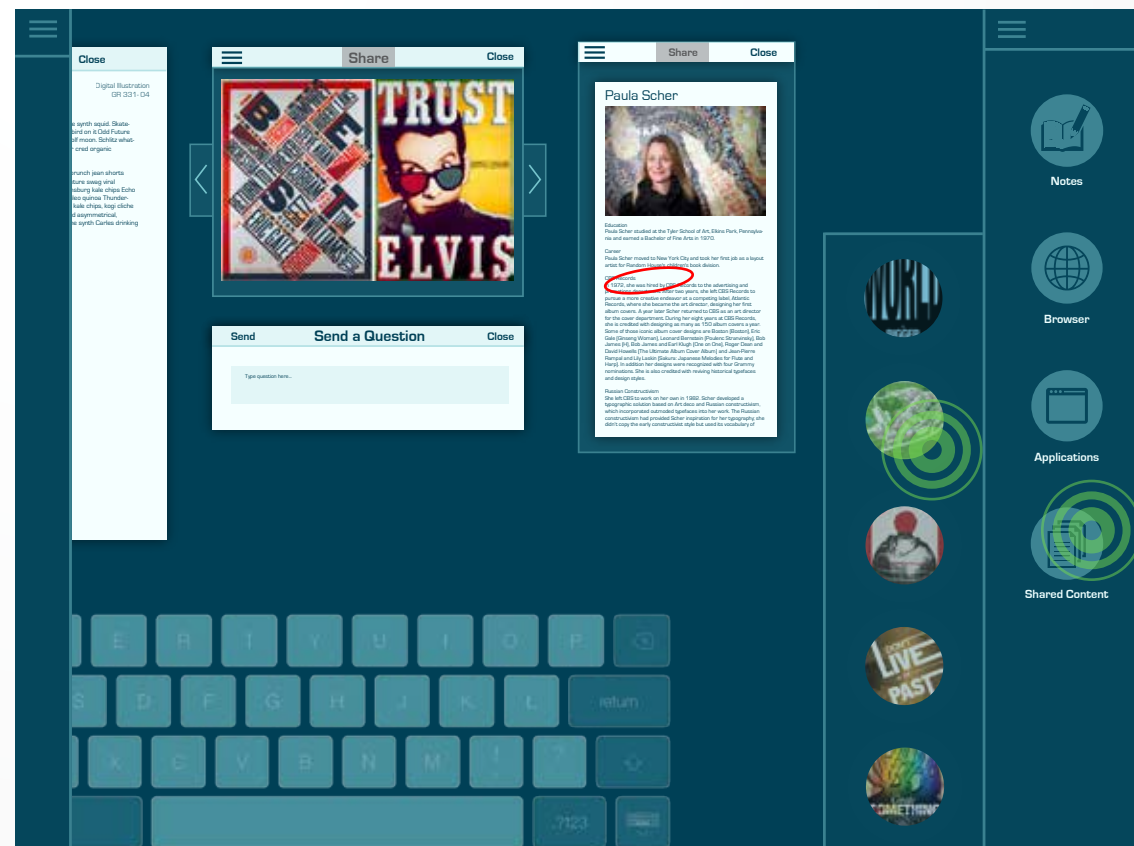
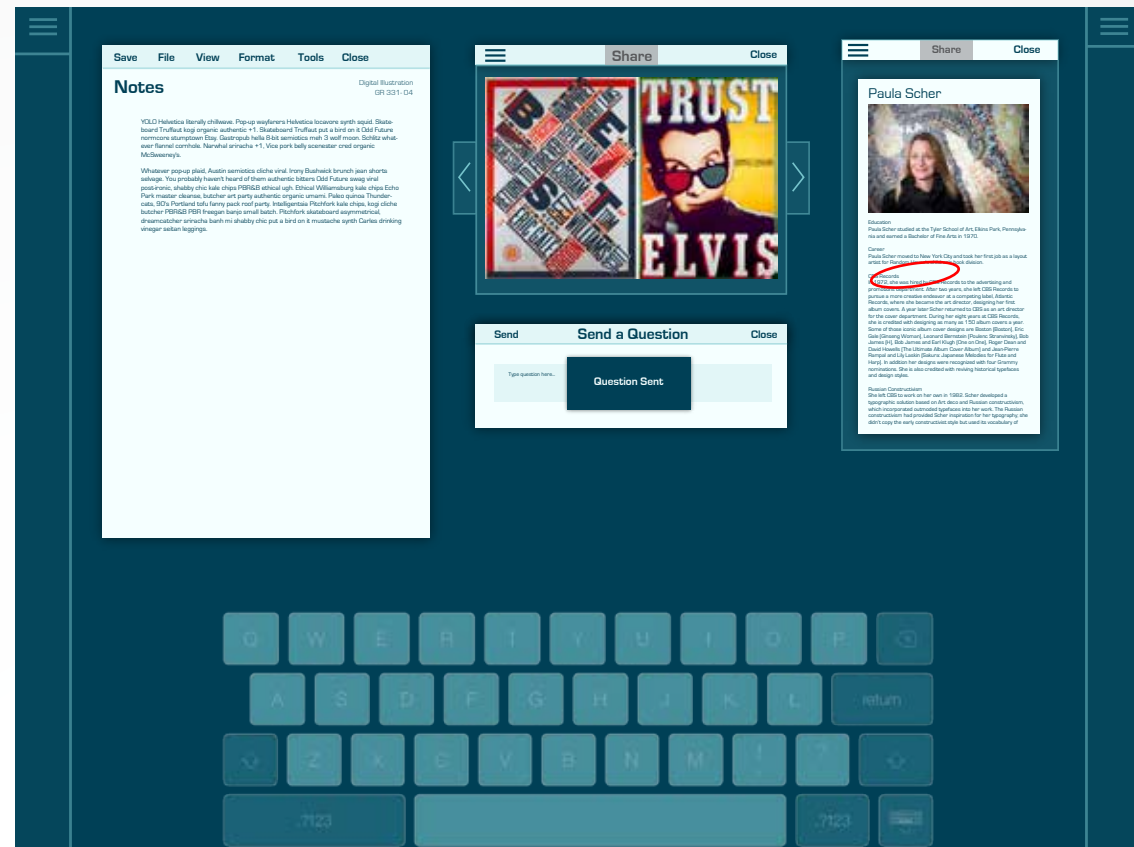


Cathy has a question for her professor, so she selects the question box, types her question and pushes send to immediately send it to her professor.

Student Walkthrough

5/6

A small notification will appear over the question box to alert that it has been sent. The notification will fade out on its own.

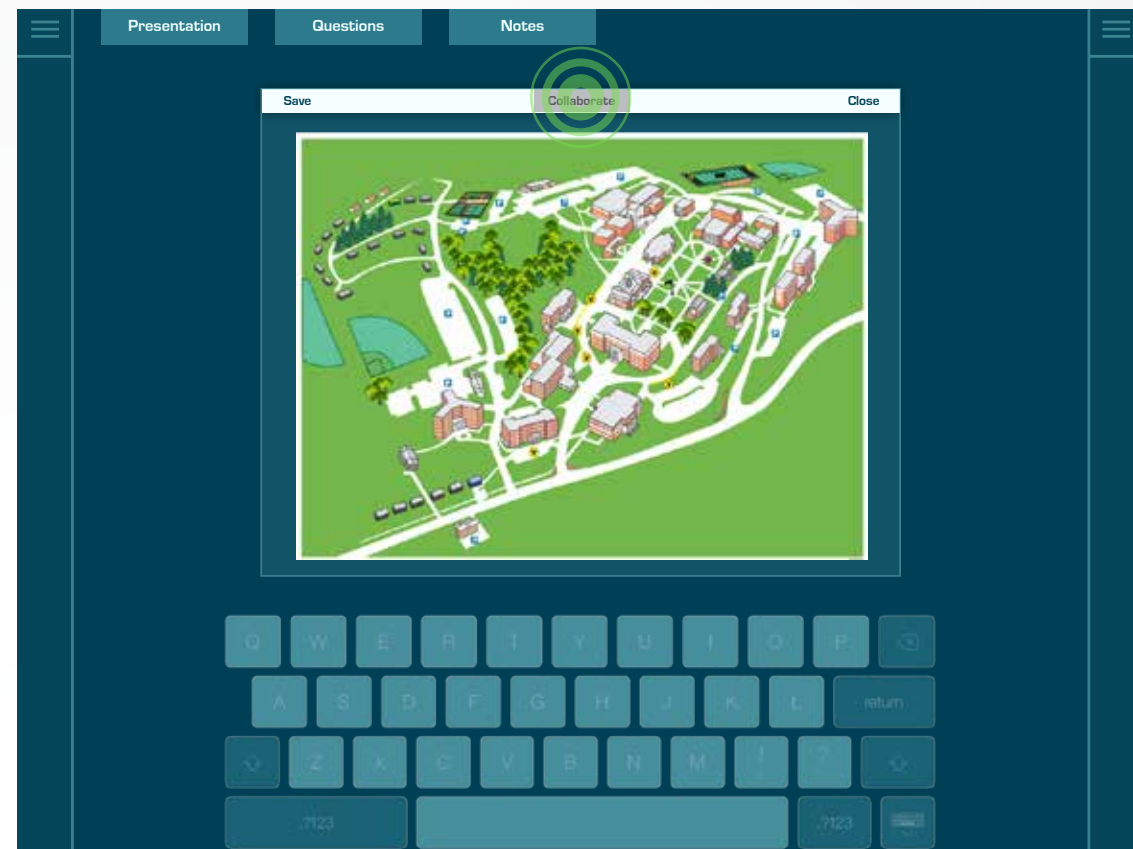


To begin a collaborative project, Cathy will open the right menu and select Shared Content. Within a sub menu will show with all the work shared with her that she is able to open.

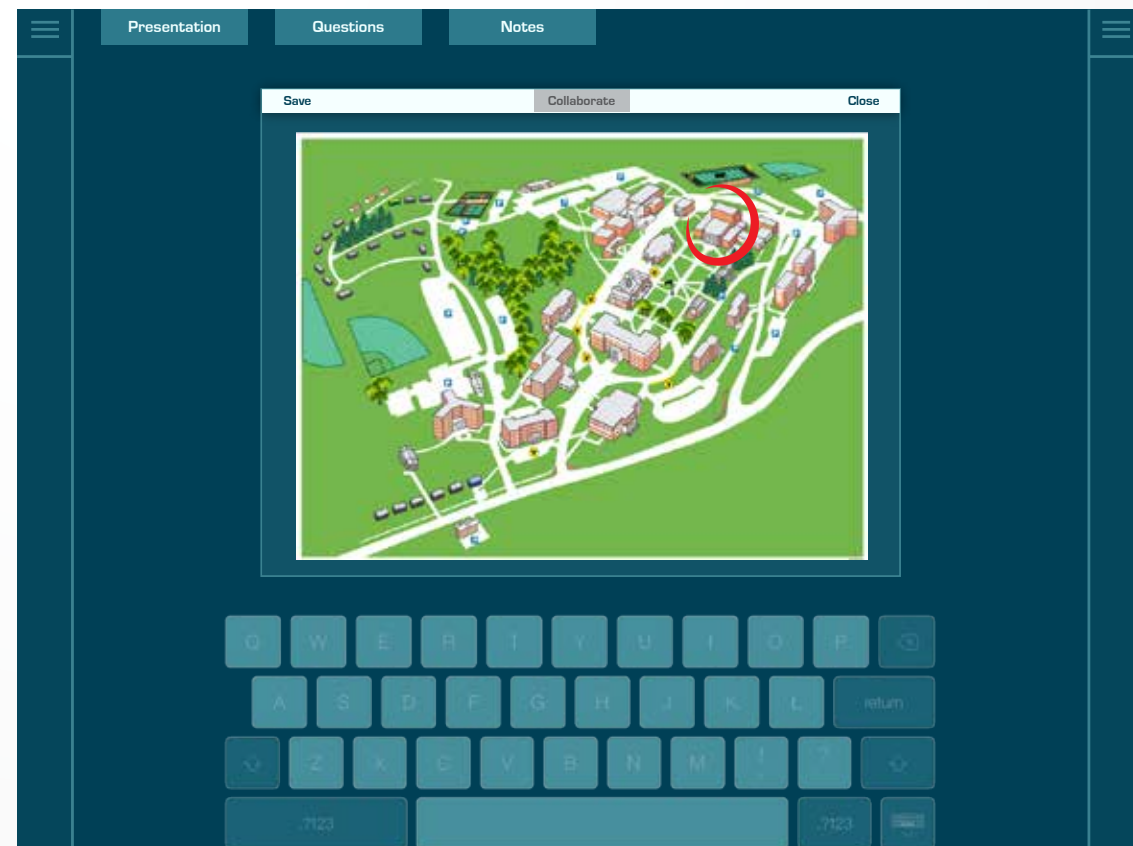
Student Walkthrough

6/6

Upon selection of the work to collaborate on, the windows previously open will turn into tabs across the top of the screen and the collaborative piece will center itself to be focused upon. Cathy has to click Collaborate on top of the window to initiate collaboration.



This particular project acts as an interactive whiteboard, allowing Cathy to draw on it. As she draws on her project, it will show on her partner's surface, allowing for real-time feedback between students.



Moodboard



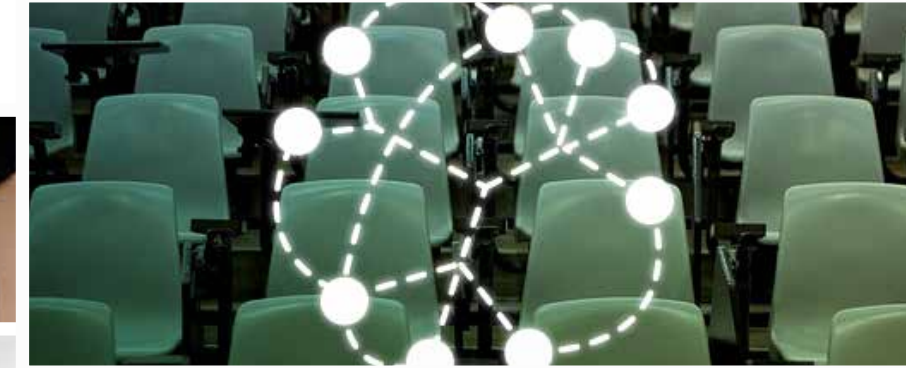
Alliance Education System

Revolutionizing Education

Alliance Education System, or **Alliance** for short, is a *next generation* education tool consisting of web, tablet and surface interfaces working coherently to bring forth a **better system of education**.

Alliance
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Alliance
Alliance
Alliance

Font:
Eurostile



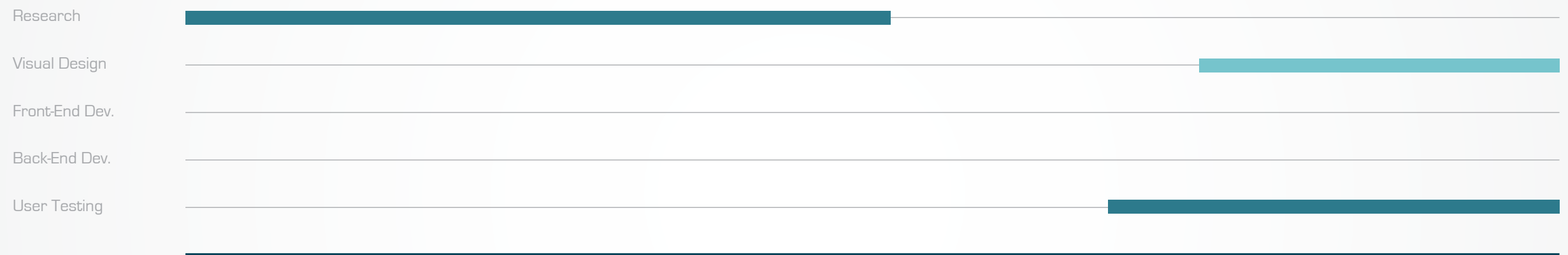
Timeline

Timeline

Spring 2014

Summer 2014

Fall 2014



WNM 643: Interactive Designs & Concepts
Instructor: Alex Pineda

GLA 610: Balancing Creativity and Profitability
Instructor: TBD

WNM 801: User Experience
Instructor: TBD

GLA 602: The Art & Ideology of the 20th Century
Instructor: TBD

GR 616: Making Ideas Visible
Instructor: TBD

WNM 663: Advanced Topics in Motion Graphics
Instructor: TBD

Midpoint Presentation

Timeline

Spring 2015

Summer 2015

Fall 2015

Research

Visual Design

Front-End Dev.

Back-End Dev.

User Testing

WNM 801: Visual Design
Instructor: TBD

ADV 623: Brand Strategy
Instructor: TBD

WNM 618: Web Technology 2
Instructor: TBD

GLA 675: Professional Practices
Instructor: TBD

ARE 600: Developmental Psychology
Instructor: TBD

WNM 900: Internship
Instructor: TBD

WNM 305: Interactive Applications
Instructor: TBD

Final Review

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Images

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Education needs to be changed in order to best help future students.
Shouldn't education be the best it can be for our students?

Alliance Education System

Making Education Personal